May 1, 1957

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	PRESS	THROUGHOUT	NATION	ACCLAIMS	NBC'S	EDUCATIONAL	TV	PROJECT		
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The National Broadcasting Company has given educational television:

- (1) "A definite boost" (Associated Press, Charles Mercer);
- (2) "A big boost" (Chicago Daily News, Ethel Daccardo);
- (3) "The biggest single boost (it) has received" (Newsweek Magazine);
- (4) "A substantial shot in the arm" (Minneapolis Tribune);
- (5) "A big red apple" (San Francisco News; Guy Wright).

These are a few of the warmly approving words the nation's press has directed toward NBC's Educational Television Project, undertaken in cooperation with the Educational Television and Radio Center at Ann Arbor, Mich. The Project's five programs are being sent out live to the U.S. educational TV stations over NBC's regular network facilities from 6:30 to 7 p.m., EDT, Monday through Friday.

The linking of these stations to receive their first live interconnected network telecasts starting March 11, has been hailed variously as:

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- (1) "A new era in education television"
 (United Press);
- (2) "An act of statesmanship rare in the history of broadcasting" (Saturday Review, Gilbert Seldes);
- (3) "A bold and widely hailed venture of broadcasting statesmanship" (The Clearing House);
- (4) "An exciting experiment in educational TV" (New York World-Telegram and Sun, Harriet Van Horne);
- (5) "Their most ambitious experiment"
 (Time Magazine);
- (6) "A very worthy attempt to bring the college classroom to the largest student body ever assembled" (Radio Daily).

There has been applause for this partnership with the educational TV stations because:

- (1) "NBC's hand in the project shows that a major network recognizes the merits and needs of educational TV and is willing to do something about it." (Long Island, N.Y. Newsday, Jo Coppola);
- (2) "The important thing is that a major network and the educational world are learning to work in harness and feel their way ahead" (New York Times, Jack Gould);

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- (3) "The liaison of commercial and educational television is an event to be cheered as the sign of more extensive cooperation by both systems." (Tuscaloosa, Ala., News);
- (4) "Action by the National Broadcasting Company has helped insure the future of our struggling educational TV stations. There are 22 of these stations, scattered from Massachusetts to California, all with eager audiences. But since they are non-commercial, they have trouble, singly and as a group, financing either adequate mechanical facilities or desirable program material." (Memphis, Tenn., Press-Scimitar and Knoxville, Tenn., News Sentinel):
- (5) "The network has given educational TV the benefit of its video know-how and robust bank account." (San Francisco News, Guy Wright).

 Critics have predicted that:
- (1) Educational TV will take a giant step forward." (Scholastic Teacher);
- (2) "NBC's generous cooperation with the non-profit stations will improve their programming and undoubtedly help in the development of better techniques." (Chicago Sun Times):

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- (3) This is a very commendable undertaking which will contribute to development of educational TV techniques and will be greatly appreciated by a large number of viewers."

 (Christian Science Monitor);
- (4) "It is a sound pioneering project, which may point the way to undreamed-of educational developments via the airways." (Sandusky, O., Register-Star-News).

The five weekly programs currently being telecast -- American literature, world geography, mathematics, American government and highlights of opera history -- have been individually praised.

Critics noted for example, that:

- (1) "House Speaker Sam Rayburn, who has taught the principles of statesmanship to many young Congressmen, offered a fascinating lesson in government to television viewers last week. The presentation was part of the current series offered by the National Broadcasting Company and the Educational Television and Radio Center at Ann Arbor, Mich." (New York Times, J.P. Shanley);
- (2) "Educational TV can be entertaining as well as informative as is proved by WOSU-TV's new series, 'The American Scene,' produced by NBC-TV." (Columbus, O., Citizen);

and the second determines a nitro more of the defendance The result of the state of the state of the state of in the second and the second that the state of the s The state of the s The state of the s the same of the same of the same of The state of the s 27 Carlotte Company of the Control o .1 . 10 ... 1 201 Lo to the state of th and the state of the control of the state of は いこうけいけい かいしゅう ロボータン コールー マウィナディール provide a contract of the first section of the sect · in the second of the second (3) "If you enjoy books, you'll do well to tune in on him (Dr. Albert D. Van Nostrand, who conducts 'The American Scene'). It comes live from New York and has had some extremely able people assisting Dr. Van Nostrand in his literary sessions." (Pittsburgh Press, Fred Remington.)

(NOTE: WRCA-TV, New York, carries these programs on a delayed basis by kinescope recording on Saturdays, from 1:30 to 2:30 p.m., EDT, and on Sundays, from 9 to 10:30 a.m., EDT.)

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NBC-New York, 5/1/57

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NBC TRADE NEWS

BULOVA WATCH COMPANY TO SPONSOR ONE-THIRD OF NBC-TV'S "STEVE ALLEN SHOW" ON TWO DATES

The Bulova Watch Company has joined the growing list of advertisers on NBC-TV's STEVE ALLEN SHOW and will sponsor one-third of two programs, it was announced today by William R. (Billy) Goodheart Jr., Vice President, NBC Television Network Sales.

The programs on which Bulova will be represented are Sundays, May 19 and June 2 (8-9 p.m., EDT). The advertising agency for Bulova is McCann-Erickson, Inc.

Sponsoring the remaining two-thirds of each "Steve Allen Show" with Bulova will be the Greyhound Corporation and the Drackett Company.

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NBC-New York, 5/1/57

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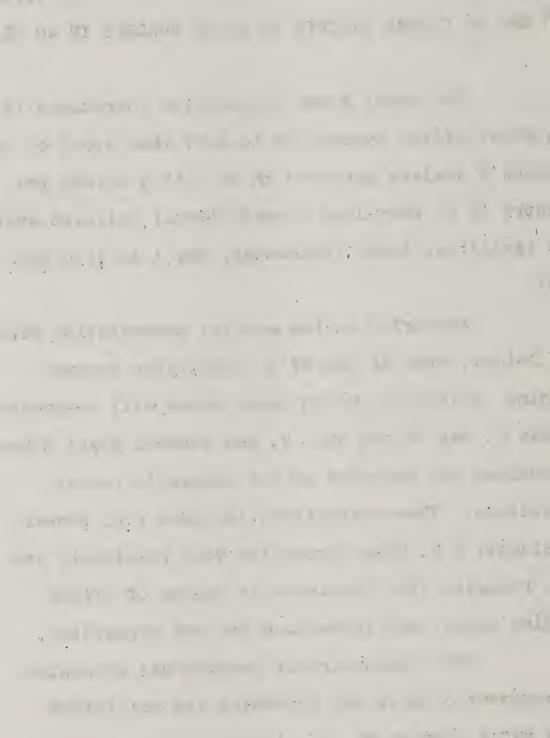
ROYAL McBEE CORPORATION INTRODUCES ITS NEW OFFICE TYPEWRITER

OVER NBC-TV CLOSED CIRCUIT TO 2,000 DEALERS IN 40 CITIES

The Royal McBee Corporation introduced its new Royal office typewriter to more than 2,000 of the company's dealers gathered in 40 cities across the country in an hour-long closed-circuit telecast over NBC facilities today (Wednesday, May 1 at 1:30 p.m., EDT).

Appearing on the special presentation were Ray Bolger, star of NBC-TV's "Washington Square" evening telecasts, which Royal McBee will co-sponsor on May 9, May 20 and June 4, and several Royal McBee executives who reported on the company's recent activities, These executives included P.M. Zenner, President; F.P. Ryan, Executive Vice President; and W.W. Pennels, Vice President in charge of office machine sales, who introduced the new typewriter.

The closed-circuit program was presented in cooperation with NBC Telesales and originated from NBC's Century Theatre in New York.





May 1, 1957

NEW THEME SONG FOR 'NBC MATINEE THEATER' IS INTRODUC'ED

NBC MATINEE THEATER started using a new theme song Monday,
April 29. The musical trademark is entitled "Matinee."

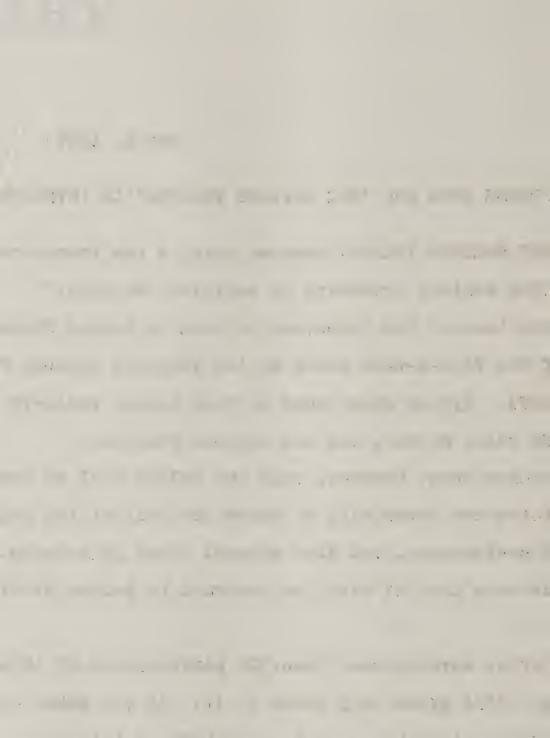
The tune of the theme was written by Edward Truman, musical director of the five-a-week color series (Mondays through Fridays, 3-4 p.m., EDT). Lyrics were added by Nick Kenny, radio-TV editor of the New York Daily Mirror, and his brother Charles.

On the show, however, only the melody will be heard.

Portions of the new theme will be heard not only at the beginning and end of each performance, but also several times in between. The song is available on a Capitol disk, as recorded by Nelson Riddle and his orchestra.

"After working more than 300 performances of this show,"

Truman says, "I've grown very close to it. It has taken on a kind of identity for me. And this song is a tribute to this show. Capitol fortunately liked it, so they recorded it. And we liked their recording, so we're going to use it."





May 2, 1957

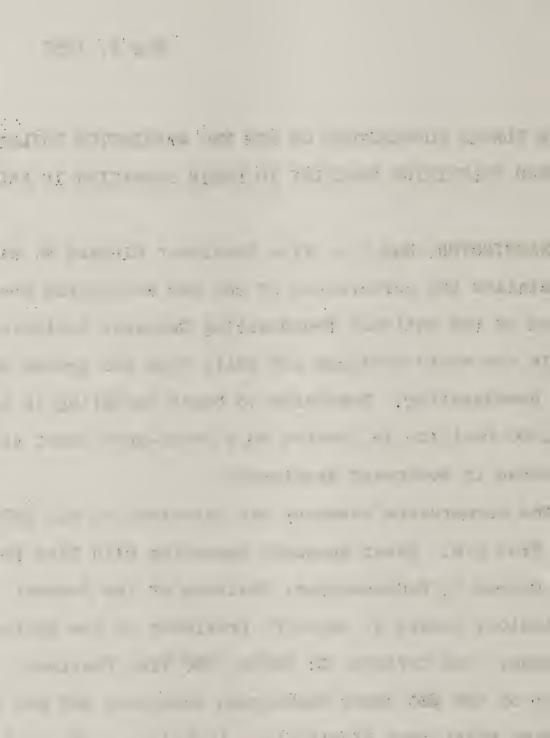
NIXON PLACES CORNERSTONE OF NEW NBC WASHINGTON BUILDING; COLOR TELEVISION FACILITY TO BEGIN OPERATING IN FALL

WASHINGTON, May 2 -- Vice President Richard M. Nixon this morning installed the cornerstone of the new Washington broadcasting headquarters of the National Broadcasting Company, including the first TV studio in the world designed and built from the ground up for color television broadcasting. Scheduled to begin operating in the Fall, the \$4,000,000 facility is located on a seven-acre tract at 4001 Nebraska Avenue in Northwest Washington.

The cornerstone ceremony was televised on the NBC-TV "Today" program at 8:40 a.m. Other speakers appearing with Vice President Nixon were George C. McConnaughey, Chairman of the Federal Communications Commission; Robert W. Sarnoff, President of the National Broadcasting Company; and Carleton D. Smith, NBC Vice President and General Manager of the NBC owned Washington stations, WRC and WRC-TV.

Many Washington dignitaries, including members of the Senate and House of Representatives, commissioners of the FCC, commissioners of the District of Columbia, the press and other prominent invited guests attended the cornerstone ceremony and a buffet breakfast immediately following.

(more)



The new NBC Washington building will be headquarters for Stations WRC and WRC-TV, which are now located at the Sheraton Park Hotel. Structural steel for the building is now in place, with exterior brickwork and finishing proceeding on schedule.

The new broadcasting center will provide office and studio space for the more than 200 employees of WRC and WRC-TV. Adequate parking facilities for all employees and visitors will be provided on the landscaped grounds.

within the building itself there are three television studios. The largest is 60 by 100 feet, with the second studio measuring 60 by 40 feet. The third and smallest studio will be used as a TV commercial studio. Three radio studios are provided. Exterior measurements of the building are 223 feet across the front, 163 feet in depth and 40 feet in height from the front view. In the rear, the building is three stories high, providing easy access for trucks and other vehicles which may enter the building with equipment, scenic material or for actual demonstration of automobiles within the TV studios.

The landscaped grounds will provide pleasant settings for outdoor TV pickups. An employees' dining room will also have an outdoor patio area.

The building was designed by the firm of Chatelain, Gauger and Nolan, Washington architects, and is being constructed by Washington builder Joseph Nebel. Master mason for the project is George Geddes.

During the cornerstone ceremony, Vice President Nixon sealed within the stone a copper box containing items of sentimental and present-day interest to WRC and WRC-TV. Included were:

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A copy of a speech, "Networks -- America's Electronic Freeways," by Robert W. Sarnoff, NBC President.

Accounts from the Washington Post and Washington Star concerning the first day of broadcasting by Radio Station WRC, on Aug. 1, 1923.

The first program log of WRC-TV, which went on the air June 27, 1947, along with radio and TV program logs for the current week.

A copy of the Congressional Directory for the first session of the 85th Congress.

RCA catalogue material showing 1957 radio and television receivers.

A list of guests attending the cornerstone ceremony.

The exterior of the new broadcasting center is contemporary in style, consisting of gray modular brick, limestone and porcelain enamel. First floor offices provide accommodations for news editors and commentators, producers, directors and the traffic and program departments. Also on the first-floor level are the kitchen and employees' dining room.

The second floor will contain executive and sales offices.

The basement area, in addition to the three radio studios, will contain rehearsal and recording rooms, announcer booths, the small

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commercial TV studio and engineering areas for radio and TV. Here also are engineering offices and shops, operations lounges and dressing rooms, a garage and storage rooms.

The interior of the building will be modern in all respects, employing materials chosen for efficiency, attractiveness and ease of maintenance. The marble and glass lobby will feature showcase windows for displays. The entire building will be acoustically treated and equipped with fluorescent lighting. The building's available power supply, 2,000 kilowatts, is equal to the power used to serve a community for 3,500 people.

The air conditioning system, in reality a network of separate systems, can be controlled to provide a flow of air to individual areas and offices.

Entrance to the WRC and WRC-TV center is from Nebraska Avenue adjacent to the Naval Communications Center. Access will be via a landscaped driveway.

NBC-TV, 5/2/57

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EDWARD STANLEY OF NBC TALKS ON USE OF TV AT CONFERENCE OF WORLD RELIGIOUS BROADCASTERS IN GERMANY

Speaking before the World Religious Broadcasters Conference at Frankfurt, Germany, this week, Edward Stanley, NBC's manager of public service programs, offered counsel to those who "genuinely wish to use television -- not merely because it is novel at the moment."

"The discipline of the medium may sometimes be strange to you, because you have been working largely in traditional media," Stanley said. "But you have an obligation to try to understand it, and to adapt to it.....It will not be enough to use the traditional devices of public worship which have served the church so well for many centuries.

To do this, surely, is to invite church members out of church and to make vicarious a spectator event."

He reminded his hearers that they don't have a "captive audience" on TV. "It may be hard for a man to walk out of a church service," he said. "He can flick the dial on a television set in the privacy of his own home and away from the censuring eyes of his neighbors. He will, too, if you don't hold his interest, don't offer something worthwhile in exchange for his time."

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May 3, 1957

BARRY AND ENRIGHT PRODUCTIONS, INC., AND NBC SIGN NEW AGREEMENT

Barry and Enright Productions, Inc., and the National Broadcasting Company have signed a new agreement, it was announced today by Manie Sacks, Vice President, Television Network Programming, for NBC.

The agreement provides NBC with the radio and television services of the package firm, which produces the network's "Twenty-One" and "Tic Tac Dough" programs. Both of these shows will continue to be produced for the network by the package firm.

In addition, Barry and Enright will create and produce other programs for NBC, Mr. Sacks said.

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NBC AND ITS AFFILIATED STATIONS WIN 17 HONORS IN ANNUAL PRESENTATION OF OHIO STATE AWARDS

FOR RELEASE MONDAY, A.M., MAY 6, 1957

The National Broadcasting Company and its affiliated stations have won 17 honors, more than any other network, in the annual presentation of "Ohio State Awards."

The Ohio State Awards for "outstanding educational radio and television programs" are presented at the American Exhibition of Educational Radio and Television Programs, which is sponsored annually by the Ohio State University's Institute for Education by Radio-Television.

NBC-TV winners of First Awards were "Home," "Tragedy in a Temporary Town" on "The Alcoa Hour," and "Watch Mr. Wizard." The "Hallmark Hall of Fame" and "The American Forum," both on NBC-TV, won honorable mentions.

"The Eternal Light" on NBC Radio received a First Award.

Honorable Mentions went to "Conversation," "Threescore and Five,"

"The American Forum," and "The Voices of Christmas," all presented by NBC Radio.

WRCA-TV, NBC's television station in New York, won a First Award for "The Nature of Anti-Semitism" on "The Open Mind" series.

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WRCA, the NBC radio station in New York, received a First Award for "This Is My Story" and an Honorable Mention for "The Skid Row Story."

Three NBC affiliate stations won Ohio State honors: WWJ,
Detroit, a First Award for "Down Story Book Lane"; KDKA, Pittsburgh,
an Honorable Mention for "The Children's Bookshelf"; and WTIC, Hartford, Honorable Mentions for "The Frank Atwood Program" and the "Bushnell Symphony Review."

The citations for NBC and NBC-affiliated winners were as follows:

"Home" -- First Award to NBC: "For the use of educationally valuable segments such as the 'retarded children' segment which was a skillful and professional treatment of a difficult subject.

The topic was treated with dignity and realism, yet was free of sensationalism. It is an indication of a network's concept of presenting purposeful and informative programming on daytime television. The integration of the interview, the case history, and the general application of the specific cases and problems was outstanding. It is obvious that careful, exhaustive, and understanding preparation went into this program. Persons not aware of the problems involved with retarded children received excellent information which was also presented in such an understanding spirit that families of such children also benefited. More programs of this quality will benefit today's children and those of the future."

"Tragedy in a Temporary Town," telecast Feb. 19, 1956 in the series "Alcoa Hour - Goodyear Playhouse" -- First Award to NBC:
"For a major contribution to public understanding of the principle

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A moving dramatic production of the highest professional caliber,

with both the script, acting and direction blending to portray the

evil and danger of prejudice and mob rule."

"Watch Mr. Wizard" -- First Award to NBC: "For efforts in promoting interest in science with programs suitable for youth. The enthusiasm of the main character has influenced children to pursue and learn through the 'joy of discovery' the wonders of the science world."

"Hallmark Hall of Fame" -- Honorable Mention to NBC:

"'Hallmark Hall of Fame' is cited for bringing to the American television public dramatic material of the highest possible order in a production of corresponding quality. As evidenced in 'The Taming of the Shrew,' the producers are capable of ingenious adaptation of theatre to television and contemporary taste which results in superior faithfulness to the spirit of the original."

"The American Forum," telecast from Washington over the NBC Television Network -- Honorable Mention to the American Forum and the National Broadcasting Company: "This series is illustrative of the finest traditions of free and untrammelled discussion. In addition, it provides an example of useful discussion techniques. The fact that the program was simulcast effectively while insuring very definite visual values is an indication of the effectiveness of both planning and production."

"The Eternal Light," broadcast from New York over the NBC
Radio Network -- First Award to Jewish Theological Seminary of America
and the National Broadcasting Company: "'The Eternal Light' is a

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-11 -1 -1 -1 -1 -1 -1 -1 -1 Jewish program with universal appeal. In dramatic fashion it presents stories on historical and inspirational themes from which spiritual messages may be gleaned."

"Conversation," broadcast from New York over the NBC Radio Network -- Honorable Mention to NBC: "For highly literate conversation by experts in their fields."

"Threescore and Five," broadcast from New York over the NBC Radio Network -- Honorable Mention to NBC: "Unquestionably timely, intelligently planned and dispassionately direct in its exploration of this rapidly growing segment of our society."

"The American Forum," broadcast from Washington over the NBC Radio Network -- Honorable Mention to "The American Forum"and NBC: "For continuing to maintain a high standard of excellence among discussion programs; for presenting vital issues of the day, authentically aired by those involved; for providing a well-planned opportunity for free and stimulated debate. Special commendation to Moderator Stephen McCormick for his thorough and articulate approach in motivating the participants; also, to Theodore Granik, producer, for ably bringing before the public those personalities most actively concerned with the issues considered."

"The Voices of Christmas," broadcast from New York over the NBC Radio Network -- Honorable Mention to the University of Chicago:
"For a scholarly yet entertaining performance of un-hackneyed choral music with appropriately dignified text, superbly produced."

"The Nature of Anti-Semitism," from the series "The Open Mind" -- First Award to Station WRCA-TV: "For a genuine contribution to public understanding of those forces that block human freedom and

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invade the dignity of the individual. Combining both intelligent discussion with dramatic visual aids, the program produced an incisive analysis of the problems a democracy must face if it is to protect its freedom."

"This Is My Story," broadcast over Station WRCA, New York -- First Award to Federation of Jewish Philanthropies and Station WRCA: "Powerful motivation, developed through a well balanced combination of excellent narrative, dramatic situations and deep understanding of human need."

"The Skid Row Story," broadcast over Station WRCA,
New York -- Honorable Mention to Station WRCA: "For a graphic
presentation of the social implications of the Bowery and its
outcast status in society."

"Down Story Book Lane," broadcast over Station WWJ,

Detroit -- First Award to the Dept. of Speech, University of

Michigan, and Station WWJ: "For helping the child develop sound

judgment through skillful use of dramatic fantasy."

"The Children's Bookshelf," broadcast over Station KDKA, Pittsburgh -- First Award to Station KDKA: "For bringing good children's books to life through skillful, dramatic adaptation."

"The Frank Atwood Program," broadcast over Station
WTIC, Hartford -- Honorable Mention to Station WTIC: "The Frank
Atwood Program; is an outstanding example of regional public

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service. Without relying on 'gimmicks,' the program sustains interest and gets its message across. Mr. Atwood's personality -- friendly without being folksy -- projects a genuine interest in the community. The promotion of good agricultural practices through the program's Farm Youth Project is particularly commendable."

"Bushnell Symphony Preview," broadcast over Station
WTIC, Hartford -- Honorable Mention to Bushnell Memorial and
Station WTIC: "For authoritative analysis of important musical compositions skillfully and interestingly presented."

NBC-New York, 5/3/57

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NBG BADIO METWORK MEWS

May 3, 1957

AGE OF WRIST RADIO HAS ARRIVED--AND WITH IT NEW OPPORTUNITIES
FOR BROADCASTERS--NBC'S JERRY DANZIG TELLS KIWANIS GROUP

The age of the wrist radio has arrived and with it new opportunities for network radio as well as new responsibilities for broadcasters, Jerry A. Danzig, Vice President of NBC Radio Network Programs, told the Camden (N.J.) Kiwanis Club at lunch today (May 3).

Mr. Danzig said that pilot models of transistor radios smaller than cigarette packages and earpiece radios the size of a dollar were already realities with new and still more startling electronic developments now in the laboratory.

"Personal radios will soon be carried as commonly as wrist watches are worn -- but for a purpose," he said.

"Nobody is going to carry a radio around to listen to rock 'n' roll. People today want to keep in touch with the world -- to know what's going on at any moment in any country. This is the function of network radio -- to be in touch and keep in touch. It's a heavy responsibility because the better informed people are, the more they want to know the reasons why."

Referring to National Radio Week, which starts May 5, Mr. Danzig said that the National Broadcasting Company was adding more

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 objective analysis of the news to its schedule, in addition to its "News-on-the-Hour" and "hotline" services. He also saw a greater interchangeability of news between newspapers and radio with plenty of room for both.

"NBC now has in daily use an electronic device that, unknown to the listening public, can alert every radio station on its network of an impending news bulletin." The extension of this alert service to home radios was within the foreseeable future, said Mr. Danzig, so that radios could be turned on electronically whenever news events of importance occurred.

The tremendous impact of television on network radio starting some nine years ago was traced by Mr. Danzig, who said that the
decline in radio audiences had at last been arrested and that audience
size was once more increasing.

"Network radio," he said, "suffered from an inferiority complex but now we know that we can outmaneuver television in a number of areas.

"The future of network radio lies in speed of communication, but this is electronic. To the technical devices we must apply intelligence and a dedication of our purpose to make the American citizen the best informed in the world."

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NBC COLOR TELECAST SCHEDULE For May 12-18 (All Times EDT)

Sunday, May 12

9:00-10:00 p.m. -- THE GOODYEAR PLAYHOUSE -- "A Will to Live,"
teleplay by Jerome Ross -- With Betsy Blair, Walter Matthau,
Cathleen Nesbitt, Larry Gates, Virginia Kaye and Barbara Robbins

Monday, May 13

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Embattled Maiden."

8:00-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell.

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS -- "Return Visit" by Milt Gelman.

Tuesday, May 14

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "The Middle-Aged Freshman.

8:00-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

Wednesday, May 15

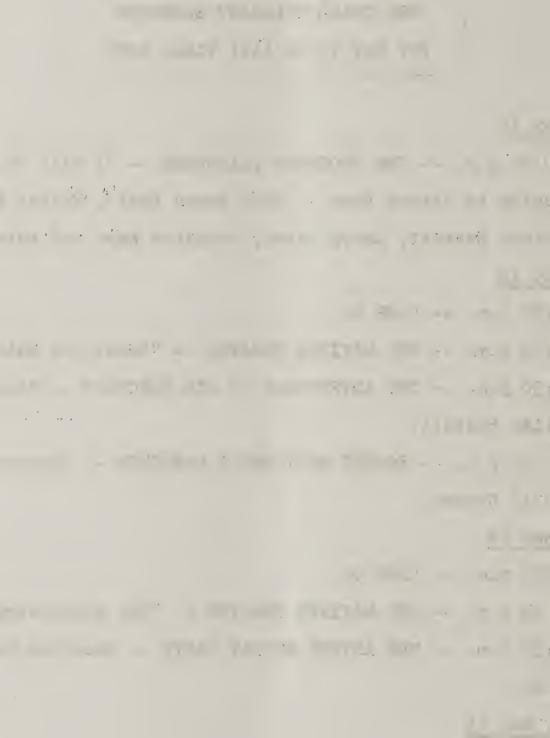
1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "The Best Friend in Town."

7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.

8:00-8:30 p.m. -- MASQUERADE PARTY -- With panelists Betsy Palmer,
Ilka Chase and Johnny Johnston. Eddie Bracken is emcee.

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2 - NBC Color Telecast Schedule

Wednesday, May 15 -- (Cont'd)

9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE -- "The Glass Wall," by Roger Hirson.

Thursday, May 16

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Jane Eyre."

10:00-11:00 p.m. -- LUX VIDEO THEATRE -- "Death Do Us Part."

Friday, May 17

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "The Starmaster."

7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.

8:30-9:00 p.m. -- THE LIFE OF RILEY -- Starring William Bendix as Chester A. Riley.

9:00-10:00 p.m. -- THE CHEVY SHOW -- starring Dinah Shore, with Betty Hutton as guest.

Saturday, May 18

8:00-9:00 p.m. -- PERRY COMO SHOW -- Joey Bishop is among Perry's guests tonight.

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday- Friday	May 13-17	10:38-10:43 a.m	WRCA-TV WINDOW
Saturday	May 18	3:30- 4:00 p.m	RCA-TV PRESENTS (Portions only)
Saturday	Mav 18	11:00-11:15 p.m	SAVARTN NEWS

10 TACK - 10 TO SEE THE PROPERTY OF THE SERVICE THE STATE OF THE STATE OF THE STATE OF or the first of th and the second s BOB CONSIDINE (OF 'TONIGHT!') RECEIVES AWARD FROM MASSACHUSETTS

COMMITTEE OF CATHOLICS, PROTESTANTS AND JEWS

NBC-TV's TONIGHT! columnist Bob Considine received an award today (May 3) in Boston from the Massachusetts Committee of Catholics, Protestants and Jews.

The citation is presented to individuals

"who believe in the rights and dignity of the individual without regard to racial and religious origins."

Other award-winners this year were motion picture director Cecil B. DeMille and Dr. Abraham Sachar, president of Brandeis University.

Considine reports the news and is featured in a five-minute segment called "Considine's Corner" on the "Tonight!" telecasts.

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May 6, 1957

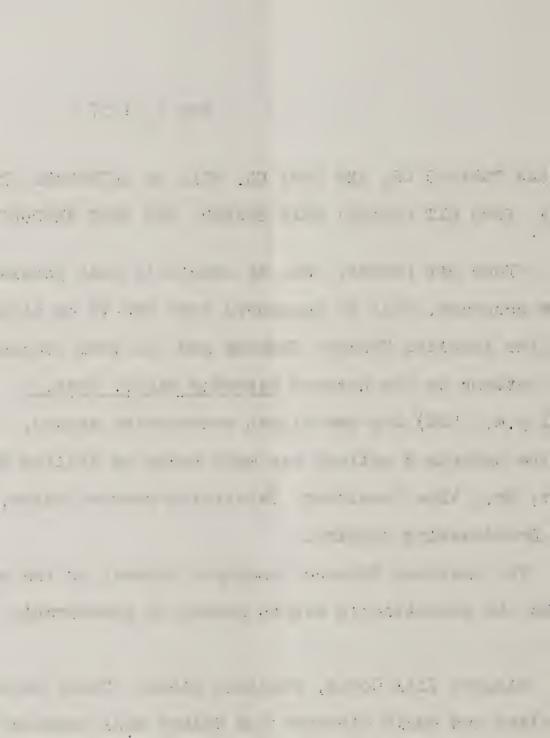
AMERICAN TOBACCO CO. AND TONI CO. WILL BE ALTERNATE SPONSORS
OF 'YOUR HIT PARADE' NEXT SEASON; NEW CAST ANNOUNCED

"Your Hit Parade," one of America's most popular songand-dance programs, will be sponsored over NBC-TV on alternate weeks by the American Tobacco Company and the Toni Company when the show returns to the network <u>Saturday night</u>, <u>Sept. 7</u> (10:30-11 p.m., EDT) for the eighth consecutive season. Announcement of the program's sellout was made today by William R. (Billy) Goodheart, Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The American Tobacco Company's renewal of the series also marks the advertiser's eighth season of sponsorship of the program.

Singers Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland and music director Don Walker will comprise the new cast of "Your Hit Parade" when it returns Sept. 7.

Batten, Barton, Durstine and Osborn, Inc., is the advertising agency for the American Tobacco Co. North Advertising, Inc., represents the Toni Co.



May 6, 1957

SCHICK, INC., TO BE ALTERNATE WEEK SPONSOR
OF 'GISELE MacKENZIE SHOW' ON NBC-TV

Schick, Inc., for its Schick Razors, will sponsor the new "Gisele MacKenzie Show" over NBC-TV on alternate weeks beginning Saturday, Oct. 5 (9:30-10 p.m., EDT), it was announced today by William R. (Billy) Goodheart, Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

As previously announced, the alternate week sponsor will be the Scott Paper Company, which will begin its presentation of the series when the program starts on the network Sept. 28.

"The Gisele MacKenzie Show" will feature the singer in a half-hour of music and comedy, with guest appearances by other top entertainers.

Warwick and Legler, Inc., is the advertising agency for Schick, Inc.

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May 6, 1957

GREYHOUND CORP. RENEWS SPONSORSHIP OF 'STEVE ALLEN SHOW';
PROGRAM NOW SOLD OUT FOR 1957-58 SEASON

The Greyhound Corporation has renewed its sponsor-ship of NBC-TV's STEVE ALLEN SHOW, thus making the Sunday night (8-9 p.m., EDT) comedy-variety series sold out for the 1957-58 season, William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales, announced today.

The 52-week renewal order calls for Greyhound to sponsor one-half of the program on alternate weeks starting July 14. The advertiser currently is sponsoring one-third of the show every week. Grey Advertising Agency, Inc., represents the Greyhound Corp.

Previously announced sponsors of the "Steve Allen Show" for the coming season are the Pharma-Craft Corporation, which has signed for the other half of the program with Greyhound on alternate weeks; and S.C. Johnson and Son, Inc., which will sponsor the full program on alternate weeks starting July 7.

 CHRISTOPHER AWARDS GO TO PRODUCING, DIRECTING AND WRITING PERSONALITIES OF NBC'S "CHEVY SHOW" AND "KRAFT TV THEATRE"

Producing, directing and writing personalities of two television programs of the National Broadcasting Company received Christopher Awards for the six-month period ended March 31.

Producer-director Bob Banner, and writers Robert Wells and John Bradford, were honored for "The Chevy Show" of Dec. 16, starring Dinah Shore.

Producer C. Maurice Holland, director Frank Telford and writers Max Rosenfield and George Salverson were honored for "The Discoverers," the Feb. 6 program of "Kraft Television Theatre."

In announcing the awards, Father James Keller, founder of the Christophers, said the honors were awarded "in tribute to those who have used their God-given talents in a positive and constructive manner."

Each award winner was presented with a bronze medallion inscribed with the Christopher motto: "Better to light one candle than to curse the darkness."

Objective of the Christopher movement is "to arouse individuals in all walks of life to show a personal responsibility in applying sound moral principles to the great spheres of influence, especially government, education, literature, entertainment and labor relations."

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May 7, 1957

'BRIDE AND GROOM' WILL RETURN TO NBC-TV JULY 1

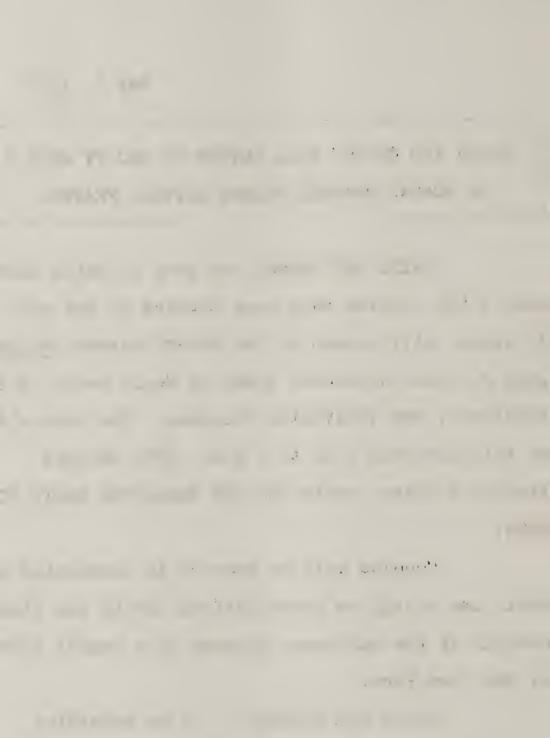
AS MONDAY-THROUGH-FRIDAY DAYTIME FEATURE

BRIDE AND GROOM, the show on which more than 2,500 couples have been married in the past 10 years, will return to the NBC-TV network Monday, July 1, it was announced today by Manie Sacks, Vice President, NBC Television Programs. The show will be telecast from 2:30 to 3 p.m., EDT, Mondays through Fridays, replacing THE TENNESSEE ERNIE FORD SHOW.

Couples will be married in ceremonies of their own religious denominations during the first portion of the half-hour program in a chapel setting at NBC, New York.

After the wedding -- in an adjoining studio -- the couple will be given a reception and special gifts during the second portion of the show. "Surprise guests" -- friends and relatives of the bride and groom -- will be brought to the studio.

(more)



"Bride and Groom" was last seen on the NBC-TV network Aug. 27, 1954.

During its long career, the show has consistently been among the top-rated radio and television attractions. Among the thousands of persons married on it have been an atomic scientist, a zoologist, a Rose Bowl Queen, a multimillionaire, doctors, lawyers and clergymen.

"Bride and Groom" will be packaged for NBC by Bride and Groom, Inc. Roger Gimbel will be the NBC producer. An emcee will be selected for the show.

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NBC-New York, 5/7/57

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May 7, 1957

'PERRY COMO SHOW' SOLD OUT FOR 1957-1958 SEASON

THE PERRY COMO SHOW, NBC-TV's toprated Saturday night variety program (8-9 p.m.,
NYT), is completely sold out for the 1957-58
season, it was announced today by William R.
(Billy) Goodheart, Jr., Vice President, NBC
Television Network Sales.

Sponsoring one-third each of "The Perry Como Show" on alternate weeks when the program starts its new Fall season Sept. 14 will be the following advertisers (the first four, current sponsors of the show, have renewed for the new season):

The Kimberly-Clark Corp., for its

Kleenex and other products, through Foote, Cone
and Belding; the Noxzema Chemical Co., through
Sullivan, Stauffer, Colwell and Bayles, Inc.;
the Radio Corporation of America and the Whirlpool Corp., through Kenyon and Eckhardt, Inc.;
the Sunbeam Corp., through the Perrin-Paus Co.;
the American Dairy Association, through

(more)

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 Campbell-Mithun, Inc.; and the Knomark Manufacturing Company, Inc., through the Emil Mogul Company, Inc.

Many honors, including a George Foster Peabody Award, attest to "The Perry Como Show's" popularity and entertainment value. During the past few months alone the program has won a Look Television Award and was voted the "Musical Show of the Year" in Radio-Television Daily's annual poll of television and radio editors. In addition, Como was voted "Man of the Year" in television in the Radio-Television Daily's poll. In March, Como received an "Enmy" award of the "Best Continuing Performance by a Male Personality," marking the second consecutive season he has been honored with an "Emmy."

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NBC-New York, 5/7/57

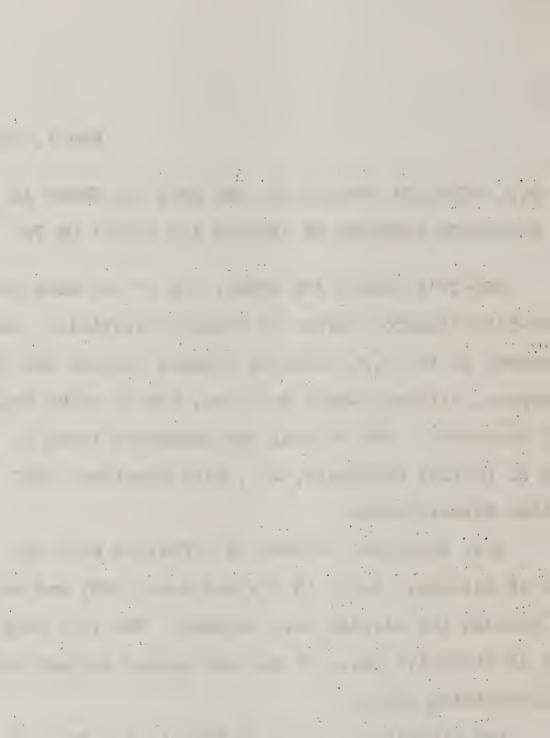
May 7, 1957

R.J. REYNOLDS TOBACCO CO. AND TONI CO. RENEW AS ALTERNATE SPONSORS OF 'PEOPLE ARE FUNNY' ON TV

NBC-TV's PEOPLE ARE FUNNY, one of the most popular audience-participation series on network television, has been renewed by the R.J. Reynolds Tobacco Company and the Toni Company, alternate-week sponsors, for 52 weeks beginning in September. The renewal was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

R.J. Reynolds' renewal is effective with the program of Saturday, Sept. 14 (7:30-8 p.m., EDT) and was placed through the William Esty Company. The Toni Company's renewal is effective Sept. 21 and was placed through the North Advertising Agency.

Art Linkletter, emcee of "People Are Funny," has been associated with the program on radio and television for 16 years.



May 7, 1957

NEW NBC RADIO BUSINESS TOTALING \$650,000 IS REPORTED IN WEEK

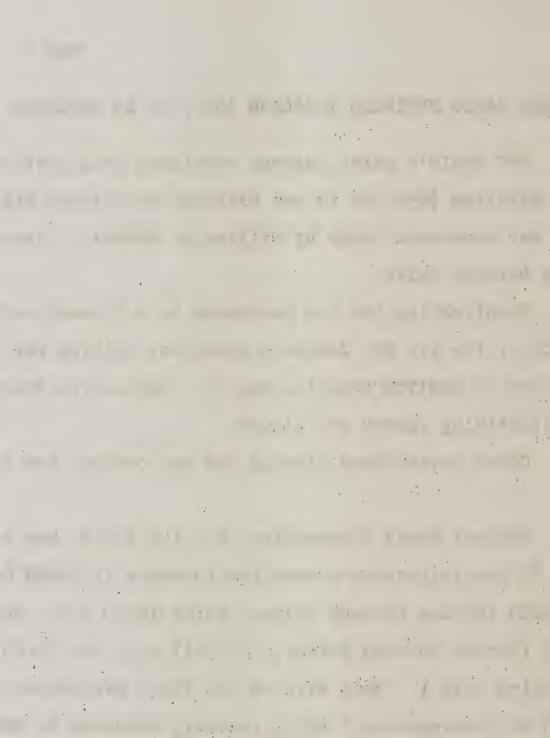
NBC Radio's sales upsurge continued this past week as new business totaling \$650,000 in net billings was placed with the network, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

Highlighting the new purchases is a 52-week order from Plough, Inc., for its St. Joseph's products, calling for 20 participations a week in MONITOR starting May 25. Lake-Spiro-Shurman, Inc., is the advertising agency for Plough.

Other advertisers placing the new orders, and their agencies are:

General Foods Corporation, for its Jello, has purchased a total of 60 participations a week for 10 weeks in TRUTH OR CONSEQUENCES (Monday through Friday, 10:05-10:30 a.m., EDT) and NBC BANDSTAND (Monday through Friday, 10:30-11 a.m. and 11:05 a.m.-12 Noon, EDT) starting July 1. This will be the first participation schedule in "Truth or Consequences," which recently returned to NBC Radio. The order was placed through Young and Rubicam, Inc.

Twentieth Century Fox Film Corp., for its new movie "Bernardine," has ordered a two-week saturation campaign on MONITOR starting June 22, through Charles Schlaifer and Co., Inc.



CAST, CREDITS AND SYNOPSIS FOR 'MR. BROADWAY, ORIGINAL TELEPLAY BY SAMUEL AND BELLA SPEWACK, TO BE COLORCAST ON NBC SATURDAY, MAY 11 (9-10:30 P.M., EDT)

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Albee and Second Stagehand	
Chorus SingersVi	irginia Curtis, Michael
	Kermoyan, Ted Lawrie,
	Edward Grace, Ellen
	McCown, Elise Bretton,
	Anita Darian, Arlene
	Frank, Dorothy Lang,
	Ralph Lieber, Jerry
	Antes, Arne Markussen,
	David Aiken, Dan Tatum,
	Bob Burkhardt and
	Larry Kert.
Chorus DancersKi	ip Carlisle, Lenny Claret,
	Ginny Conwell, Ina
	Kurland, Odette Phillips,
	Buddy Schwab, Jenny
	Workman and Bobby Tucker.

CREDITS

Executive Producer	.Paul Feigay
Authors	.Samuel and Bella Spewack
Director	.Sidney Lumet
Music Director	.George Bassman
Choreographer	.Peter Gennaro
Costume Designer	.Noel Taylor

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- 'Mr. Broadway'

Set DesignerJames Russell		
Music and Lyrics		
Vocal Director and ArrangerBuster Davis		
Dance ArrangementsJohnny Morris		
Unit ManagerFrank Evanella		
Associate Director		
Production Stage ManagerDan O'Connor		
Production AssistantPeggy Lange		
Assistant to ProducerBonnie Novick		
Technical DirectorJack Coffey		
SponsorSwift and Co., of Chicago,		
through the McCann-		
Erickson advertising		
agency.		

SYNOPSIS AND MUSICAL NUMBERS

ACT I

days of "The Four Cohans," song-and-dance act. Mr. and Mrs. Jerry Cohan and their young daughter, Josie, already are headliners. They take brash young George into the act and in a series of vignettes he blusters with stagehands and theatre managers, insults an authorstar and gets started on his songwriting career with the important help of a friend of his father's.

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soung doorer into the and in a neries of vig is no attuent areques of oir bus abarrands if "Give My Regards to Broadway" -- Full cast.

"Harrigan" -- Rooney, backed by dancers.

"Cherry Blossoms" -- Skirt dance by Patty Mariano

"The Shoes That Hurt" -- Bob and Patty Mariano, Miss Sherwood and Dunn.

"The Lively Boot Black" -- Rooney.

"They're All My Friends" -- Dunn and Miss Sherwood.

"You Can't Deny You're Irish -- Dance by Rooney

"I'm Going to Telegraph My Baby" -- June Havoc

ACT II

The Four Cohans go on the road in a play by George after it flops in New York. Back in New York, George forms his famous partnership with Sam Harris. Josie gets married and goes to Australia with Fay Templeton making a hit in a part meant for Josie. The Four Cohans are reunited in "The Yankee Prince" but Josie is taken ill, fatally.

"I'm Awfully Strong for You" -- Miss De Haven
"Why Did Nellie Leave Her Home?" -- Miss Sherwood and Rooney
"The Shoes That Hurt" -- Rooney, Dunn, Miss Sherwood and
Miss De Haven.

"You're a Grand Old Flag" and "Yankee Doodle Dandy" -Rooney, chorus and dancers.

"Mary's a Grand Old Name" -- Miss Sherwood

"So Long Mary" -- Male Quartet

"ABC Song" -- Rooney, Miss De Haven and chorus

"Life Is Like a Musical Comedy" -- Rooney and dancers

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ACT III

The senior Cohans retire, George writes the hit song of World War One ("Over There"), tries in vain to persuade his parents out of retirement, tells them of his decision to break his partnership with Harris. There is a scene from the Cohan show "Little Nelly Kelly" and a newspaper interview in which he reveals more ambitious plans for plays and musicals. There is a production number, "Indians and Trees," from "Broadway Jones." George tells a friend that he realizes his plays no longer find favor although he's still in demand as an actor. In Cohan's reverie, the Four Cohans are reunited in "Give My Regards to Broadway."

"Over There" -- Orchestra

"An Old Guy Like Me" -- Sherwood and Dunn

"You Remind Me of My Mother" -- Chorus

"Indians and Trees" -- Sung by Miss Havoc and chorus;

danced by Miss Havoc, Peter Gennaro and dancers.

"Give My Regards to Broadway" -- The Four Cohans

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NBC-New York, 5/7/57

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PRODUCERS' SHOWCASE

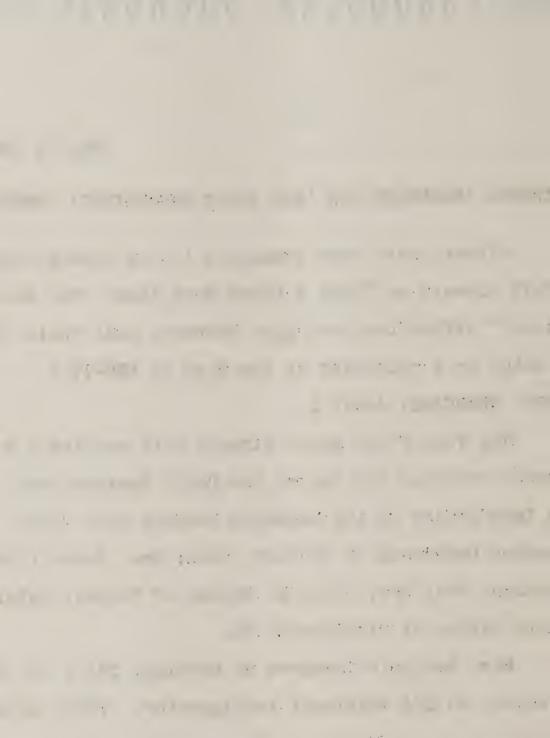
May 7, 1957

WINNERS ANNOUNCED FOR 'THE GREAT SEBASTIANS' CONTEST

Winners have been announced in the recent contest for NBC-TV viewers on "What I Liked Best About 'The Great Sebastians'" Alfred Lunt and Lynn Fontanne made their television debut in a colorcast of the play on NBC-TV's PRODUCERS' SHOWCASE, April 1.

The four first prize winners will receive a six-day, all-expense vacation for two at the Banff Springs Hotel and Chateau Lake Louise in the Canadian Rockies June 16-22. They are Theodore Cederberg of Everett, Wash; Mrs. Russell Dodds of Edinburgh, Tex; Mrs. Alvin B. Walker of Toledo, Ohio; and Mrs. Berta Taylor of Pittsburgh, Pa.

Mrs. Marjorie Thompson of Greeley, Col., won the second prize, an RCA Whirlpool refrigerator. There were eight additional prizes of RCA Victor "personal" TV sets.



May 7, 1957

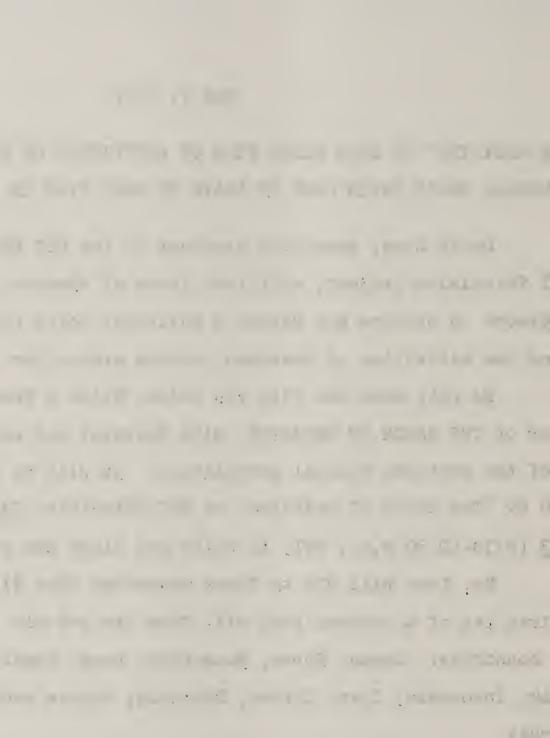
"MARCH OF MEDICINE" TO SHOW COLOR FILM OF ACTIVITIES OF U.S. DOCTORS AROUND WORLD; NBC'S DAVID LOWE ON LEAVE TO MAKE FILM IN 13 NATIONS

David Lowe, executive producer of the NBC Educational Television Project, will take leave of absence from the network to produce and direct a full-hour color film portraying the activities of American doctors around the world.

He will make the film for Smith, Kline & French, sponsor of THE MARCH OF MEDICINE, with approval and cooperation of the American Medical Association. It will be presented by "The March of Medicine" on NBC Television Tuesday, Dec. 3 (9:30-10:30 p.m., EST, in color and black and white).

Mr. Lowe will fly to Tokyo Wednesday (May 8) on the first leg of a journey that will take him and his crew to 13 countries: Japan, Korea, Hong-Kong, Laos, Nepal, India, Sarowak, Indonesia, Iran, Turkey, Ethiopia, France and Guatemala.

"The program will show the activities of American doctors all around the world who, in their devotion to their



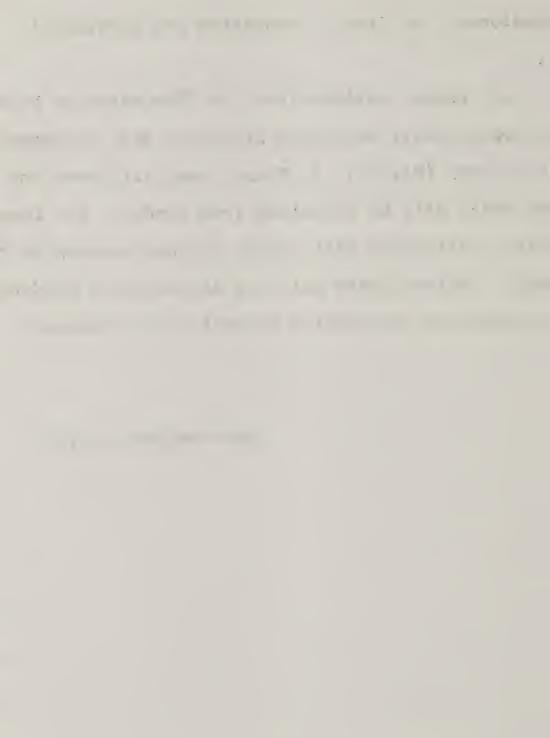
2 - 'March of Medicine'

profession, are good-will ambassadors for the United States,"
Mr. Lowe said today. "It will cover the activities of private, missionary, military, foundation and government
doctors."

Lou Hazam, scriptwriter for "The March of Medicine," and Mike Oppenheimer, associate producer, will accompany Mr. Lowe. On Sunday (May 12), in Tokyo, they will meet the unit's film crew which will be traveling from London. Mr. Lowe and his American colleagues will return to this country at the end of July. Brice Howard will act as executive producer of the NBC Educational Television Project in his absence.

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NBC-New York, 5/7/57



NBC RADIO NEWS

"MONITOR" AND "ONE MAN'S FAMILY" HONORED

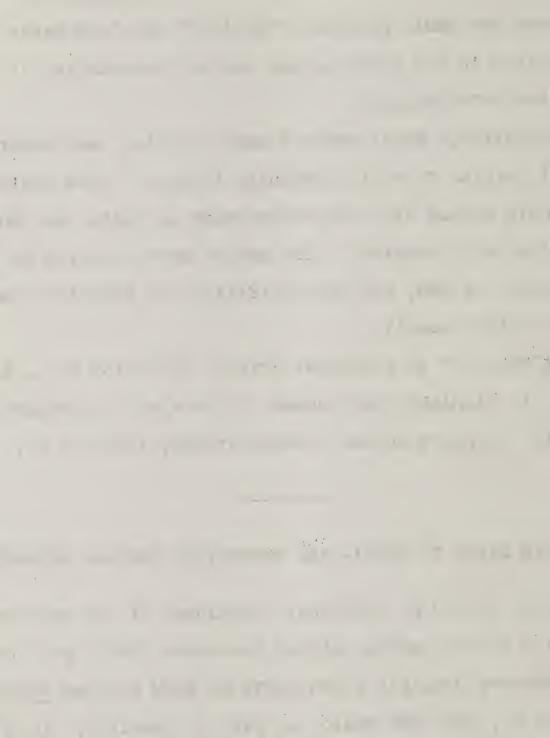
Two NBC Radio programs, "Monitor" and "One Man's Family," have been cited in the first annual awards presentation of the Middle-Tennessee Radio-TV Council.

"Monitor," NBC's weekend radio service, was honored for being "most helpful to world community living." "One Man's Family," which recently marked its 25th anniversary on radio, won an award as the "favorite radio program." The awards were received by Jack Stapp, program manager of WSM, NBC Radio affiliate in Nashville, at a banquet given by the Council.

("Monitor" is broadcast Friday, 8:05-9:55 p.m., EDT; Saturday, 8 a.m. to midnight; and Sunday, 10:30 a.m. to midnight. "One Man's Family" is heard Monday through Friday, 7:45-8 p.m., EDT.)

'YOUTH WANTS TO KNOW' -- AND INTERVIEWS GENERAL GRUENTHER

Gen. Alfred M. Gruenther, president of the American National Red Cross and former Supreme Allied Commander, NATO, will be the guest on Theodore Granik's YOUTH WANTS TO KNOW program Sunday, May 12 (NBC-TV, 3 p.m., EDT; NBC Radio, as part of "Monitor," 10:30 p.m., EDT). He will be questioned by teenagers from the Washington, D.C., area. Stephen McCormick will moderate the program, which originates in Washington.



May 8, 1957

COLORCAST 'JERRY LEWIS SHOW' SATURDAY, JUNE 8,
TO HAVE FRANK SINATRA, EYDIE GORME AS GUESTS

Jerry Lewis will do his second "solo" program for NBC-TV on Saturday, June 8 (9-10 p.m., in color and black and white), when he stars in THE JERRY LEWIS SHOW. The program will originate in NBC's color studios in Burbank, Calif. Frank Sinatra will make a guest appearance on the program, as will singer Eydie Gorme.

Jerry will sing, dance and do comedy sketches. Musical portions of the program will be under the direction of Nelson Riddle.

"The Jerry Lewis Show" will be sponsored by the Oldsmobile Division of General Motors, RCA Victor and the Whirlpool Corporation. D.P. Brother Co., Inc. is the agency for Oldsmobile, and Kenyon and Eckhardt, Inc., is the agency for both RCA Victor and the Whirlpool Corporation.

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NBC OWNED STATIONS DIVISION



May 8, 1957

NBC PUBLIC SERVICE AWARDS PRESENTED TO 11 INDIVIDUALS
AND ORGANIZATIONS FOR OUTSTANDING COMMUNITY WORK

Eleven outstanding contributions to community welfare, ranging from the life-saving efforts of a Los Angeles airline to a New York newspaper's help in capturing a dangerous criminal, have been honored by NBC Public Service Awards, it was announced today by Thomas B. McFadden, Vice President of NBC Owned Stations and NBC Spot Sales.

Established earlier this year, the NBC Public Service Awards are conferred by the NBC Owned Stations upon organizations and individuals for significant efforts in the public interest.

In making the announcement, Mr. McFadden said: "The great variety of persons and organizations receiving the NBC Public Service Awards is a reflection of the wide scope of public service rendered by the stations.

"Each NBC Owned Station gears its public service activities to the particular needs of the community in which it is located. It follows, therefore, that each station should present the awards in recognition of numerous kinds of service to these same communities by others."

the state of the s WRCA and WRCA-TV, the NBC Owned Stations in New York, have presented two of the awards. The New York Journal-American was cited for its astute efforts to end a 16-year reign of terror of the "Mad Bomber," which it accomplished by placing the public interest above competitive advantage. The second award went to the Greater New York Council of the Boy Scouts of America on its 47th anniversary for work among boys of all religions, races and nationalities.

WRCV and WRCV-TV, Philadelphia, presented an award to Stuart F. Louchheim, president of the Academy of Music in Philadelphia, for his fund-raising activities on behalf of the Academy. Under Mr. Louchheim's direction, a centennial concert and ball raised more than \$500,000, a record for any benefit ever held in the city. An award was presented to Preston G. Moman and Lawrence P. Thomas, Philadelphia police officers who apprehended a trio of murderers. After arresting a young man suspected of a brutal slaying, the pair succeeded in tracing two other suspects, who subsequently confessed the crime. In recognition of the crime prevention work being done by the Philadelphia Youth Services Board, an award was made to Mrs. Evelyn M. Trommer, executive director of the organization. The Board represents 31 public and private groups which give guidance and assistance to the city's youth.

WBUF, the NBC Owned Station in Buffalo, selected Dr. Clifford C. Furnas, chancellor of the University of Buffalo, as recipient of its first award. Under the leadership of Dr. Furnas, the University enlarged its physical plant, expanded its research program and increased its services to the community.



3 - Public Service

WRC and WRC-TV, Washington, have selected Philip Talbott to receive an award. Mr. Talbott, who is national president of the U.S. Chamber of Commerce and president of the Board of Trade, has been an active champion of civic causes. Presentation of the award will be made in the near future.

KRCA, Los Angeles, presented an award to Avalon Air
Transport, Inc., in recognition of the airline's more than 50 rescues
in Catalina Island Channel during the past three years. More than
300 persons have been involved in the airline's rescue operations.
A second award was presented to District Attorney William B. McKesson
for his services to the teenagers in the Los Angeles area.

In San Francisco, Station KNBC presented an award to Mayor George Christopher for his devotion to the principle that "public business should be conducted in public." He was cited for his weekly broadcast to the people on KNBC and his use of television and newspapers to encourage debate on important civic issues. A second award went to the National Conference of Christians and Jews and its regional director and vice president, Karl B. Justus. Mr. Justus, who presents two public service broadcasts each week on the station, was cited for 11 years of public service broadcasting in addition to his achievements in bettering human relations through his work with the organization he serves.

Presentation of NBC Public Service Awards will be announced soon by Stations WNBC and WKNB, West Hartford, and Stations WNBQ and WMAQ, Chicago.

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READERS OF JUNIOR SCHOLASTIC NAME NBC'S "WATCH MR. WIZARD" AS MOST POPULAR SCIENCE PROGRAM ON TELEVISION

NBC-TV's much-honored WATCH MR. WIZARD program has received another award. The readers of the Junior Scholastic Magazine -- a publication which circulates to hundreds of thousands of youngsters in junior high school and late elementary grades -- have chosen "Wizard" the most popular science program on TV.

The show has won the Peabody Award and this week was given a First Award by Ohio State University for "efforts in promoting interest in science with programs suitable for youth."

Don Herbert plays "Mr. Wizard." The show is seen at 2:30 p.m., EDT, Sundays.

ELLEN M. LANGDON BECOMES OFF-CAMERA SEWING EDITOR ON 'HOME'

Ellen M. Langdon has joined the staff of NBC-TV's HOME show (Monday through Friday, 10 a.m., EDT) as off-camera sewing editor.

Formerly with the Woman's Home Companion as promotion manager and merchandising editor for the home furnishings, appliance and other hard goods field, she will be editor for the sewing and fashion features presented on "Home" by Lucille Rivers.

Mrs. Langdon, a native of Wellesley, Mass., is a graduate of Sarah Lawrence College. Upon graduation, she went to McCall's Magazine as a research assistant in the advertising department, later working as a copywriter on research and merchandising materials. She joined Woman's Home Companion in 1952 and remained a staff member until December, 1956, when the magazine suspended publication.

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May 9, 1957

To the Radio-TV Editor:

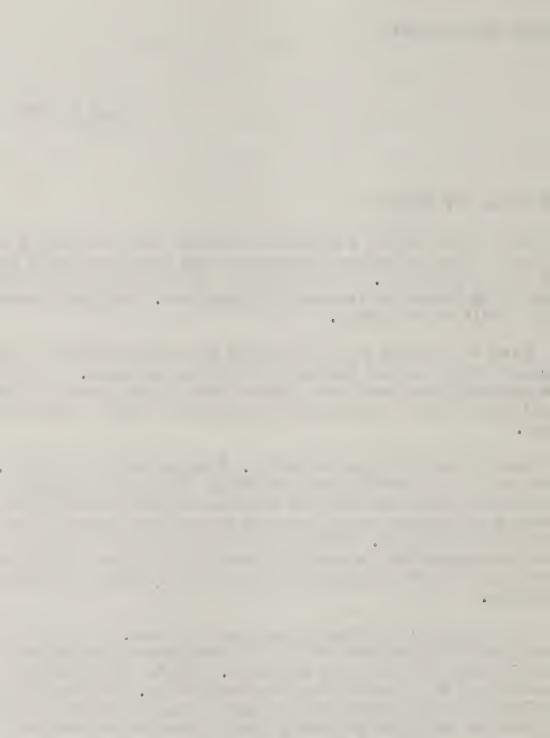
In my first letter, I suggested ratings, and our feeling about them, as a subject of future discussion; and this is probably as good a time as any to face up. In the summer, television viewing drops off and the rating furore correspondingly subsides. You can approach the subject a little more calmly.

Even so, I doubt that I'll change any minds with this letter. Ratings are like baseball batting and fielding averages. You can hurl all the statistics you want into a Steve Allen-Ed Sullivan or a Willie Mays-Mickey Mantle argument, and you won't budge a single true believer.

Let me begin with a conclusion. Ratings are here to stay. The type and number of rating services might change in the future; but broadcasters, those who sponsor broadcasts, and those who star in them will always want some yardstick to measure national circulation and viewer preferences. Ratings parallel, in some respects, newspaper or magazine ABC's and Hollywood's box office statistics, and they are viewed with comparable importance by many in and out of the industry.

If I didn't believe that a year ago, I do now. I recall, a little ruefully, that NBC decided last Fall to stop issuing overnight rating information and then see what happened. Much, unfortunately, did --perhaps in part as a result of our own bad timing. The Nielsen report that followed our no-rating decision gave us no programs in the Top Ten. Some of the press promptly drew a parallel between our reticence and our ratings. As I recall, Variety had some fun with us.

But there was nothing lighthearted in the response of various sponsors and agencies. Traditionally, they called our Sales Department the morning after for show ratings. Some stars did the same. Their joint expressions of unhappiness were both pointed and sincere, and the mischief was compounded when one of our friendly competitors stepped forth and offered to supply NBC sponsors with ratings on NBC shows -- since NBC wouldn't do it.



So I retreated. Sponsors, agencies and talent were returned to the rating list. The Press Department was told to hold firm, although I can't guarantee that each staff member turned a deaf ear every time a reporter pressed for a figure.

We found that our ratings still appeared in the trade and consumer press. A star who showed rating progress naturally was not always modest about it -- or if he was, his press agent wasn't. We still hold to the policy of not going to the press with individual show ratings. But I can't see that it's made much difference. As long as the press finds ratings newsworthy, there will be ways of getting them.

If I had the power -- which I don't, and never will, have -- to govern the treatment of ratings, I would start off by abolishing the Top Ten, because of a long-standing distaste for fractions.

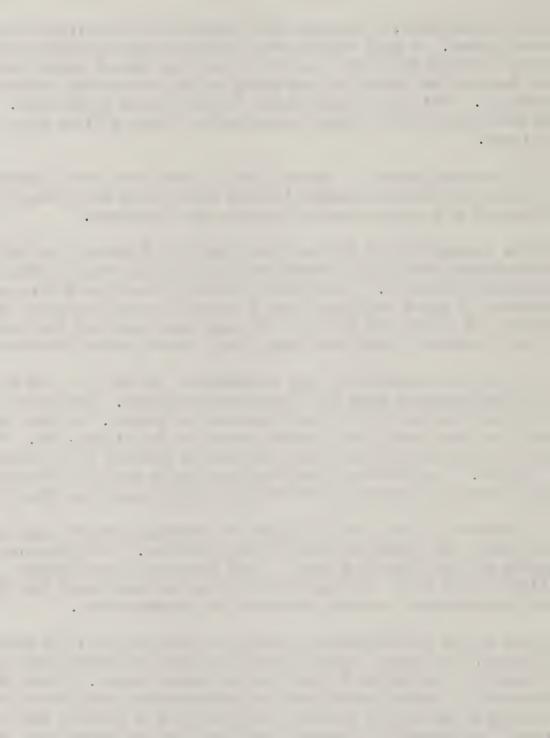
The second March Nielsen had CBS with 6 shows and NBC with 4. The eleventh rated, our Tennessee Ernie Ford, was 5/10ths of one point behind Number 10. From there on down, fractions were rampant. The Number 15 show was less than 2 points in total audience behind the Number 10 show; the Number 20 show less than one full point behind the Number 15 and less than 3 full points behind Number 10.

If you are confused by this arithmetic, so am I -- and that's basically the problem with Top Ten measurements. Rating services admit they are not precise within fractions of points. In fact, any difference of less than 2 or 3 rating points is not significant. Yet, the Top Ten has become an almost exclusive symbol of success in some circles. I understand that membership in the Top Ten cult stretches from the shores of the Pacific to the canyons of Wall Street.

I believe success should hinge on something more substantial than fractions, or even the whim of the calendar. Bob Hope missed a majority of Top Tens this year -- not because of his ratings, which were higher than ever, but because most of the published Top Ten lists did not coincide with the weeks of his appearances.

One of the real values of ratings to the network is in showing broad trends. For years, every rating service confirmed that we were being roundly trounced by Ed Sullivan on Sunday night. When Steve Allen moved in, every rating service immediately confirmed that he was building a hard-core audience and growing in popular appeal. This trend, bolstered by audience mail and critical response, made it apparent the show was worth a long-term gamble. Sponsors read the figures the same way, and we got extended commitments for Steve's show against the toughest competiton in the business.

Similarly, all the rating services have shown a mass audience shift in recent months to our new daytime line-up. Because of this strong trend, we have had our best daytime sales in years. With nighttime, our sales effort is being helped because the reports agree we are running our strongest race of the season against CBS and broadening our previously substantial margin over ABC.



There are times, of course, when the services come out with different figures because of different methods of collecting data, different coverage areas and other factors. This causes some confusion. Someday, perhaps, we will have a single all-purpose rating service, possibly one that would sample nationally and report its findings within hours.

But even with such a service, I would still hope that NBC would use ratings as a useful tool in charting programming and sales courses, and not as the end-all of television.

I would also hope that we would continue to refrain from rushing out victory claims, based on one show in one night.

Finally, I would hope that we could de-emphasize the Top Ten. Even if NBC got ten out of ten, I'd continue to urge that. Those fractions baffle me.

Regards,

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May 9, 1957

'SALLY,' COMEDY SERIES STARRING JOAN CAULFIELD AND FEATURING
MARION LORNE, TO START ON NBC-TV SUNDAY NIGHTS IN FALL;
CHEMSTRAND CORP. WILL BE ALTERNATE-WEEK SPONSOR

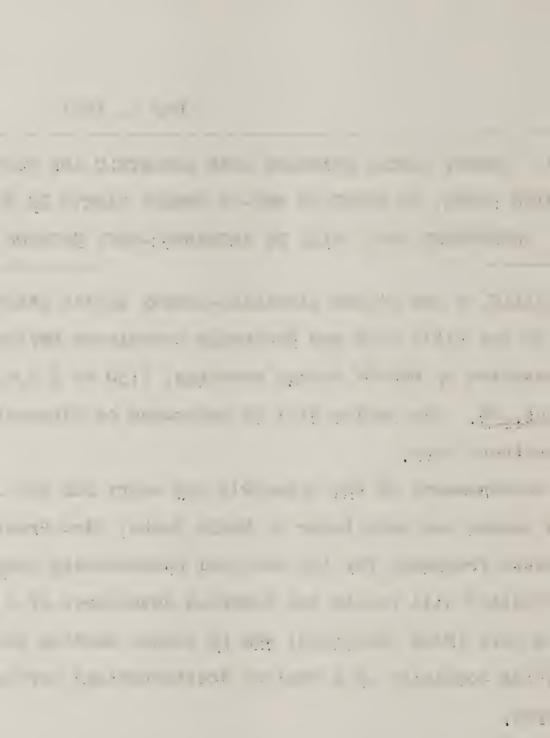
SALLY, a new filmed situation-comedy series starring Joan Caulfield in the title role and featuring comedienne Marion Lorne, will be presented on NBC-TV Sunday evenings, 7:30 to 8 p.m., NYT, beginning Sept. 22. The series will be sponsored on alternate Sundays by the Chemstrand Corp.

Announcement of the network's new entry for the 1957-58 television season was made today by Manie Sacks, Vice President, Television Network Programs, for the National Broadcasting Company.

"Sally" will relate the humorous adventures of a department store sales girl (Miss Caulfield) who by chance meeting becomes the globe-trotting companion of a wealthy scatterbrained matron, played by Miss Lorne.

The filmed series will be a Frank Ross production and will be directed by William Asher.

In addition to appearances on "Lux Video Theatre" and other NBC-TV programs, viewers will remember Miss Caulfield for her costarring role in the television comedy series "My Favorite Husband."



2 - 'Sally'

Her many motion pictures include "The Rains of Ranchipur," "Petty Girl" and "Unsuspected."

Miss Lorne portrayed the whimsical "Mrs. Gurney" in NBC-TV's "Mr. Peepers" show with Wally Cox a few seasons ago. The veteran television-theatre-motion picture actress was also featured in the Rosalind Russell movie, "Girl Rush."

Doyle, Dane and Bernbach, Inc., is the advertising agency for the Chemstrand Corp.

NBC-New York, 5/9/57

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'TODAY' TO PRESENT THREE-PART FILM SERIES ON MAJOR INTERNAL PROBLEMS OF COMMUNIST-THREATENED REPUBLIC OF VIETNAM

NBC-TV's TODAY show will present a three-part filmed report depicting major internal problems of the Communist-threatened Republic of Vietnam, during the programs of <u>Tuesday</u>, <u>Wednesday</u> and Thursday, May 14 to 16.

"Today" reporter Joe Michaels, who recently returned with a camera crew from a month-long tour of that area, said the filmed report would take up the nation's three major problems and its attempts to solve them:

- 1) Refugees: Almost a million refugees, mostly Catholics, have fled Communist-dominated North Vietnam.
- 2) Security: An Army had to be organized to combat any Communist aggression and to maintain security in a country that has been in turmoil since World War II.
- 3) Reform: The Republic of Vietnam government, under President Ngo Dinh Diem, has launched a complicated reform program to swing the populace toward firm belief in free government.

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"Almost everyone expected the Communists would take over the entire country in short time," said Michaels. "However, the United States gambled on President Diem and, to everyone's amazement, he has crushed the dissident forces and emerged stronger than ever.

"In making these films, we were able to visit some areas which were under domination until only two years ago, and where even today, it is unsafe to travel without armed escort. In one area, in fact, we were the first Americans to visit since the Communists touched off the rebellion after World War II."

("Today" is telecast Mondays through Fridays, 7-10 a.m., EDT.)

NBC-New York, 5/9/57

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May 9, 1957

GENERAL FOODS CORP. AND BORDEN CO. RENEW
ALTERNATE WEEK SPONSORSHIP OF 'FURY'

The General Foods Corporation and the Borden Company have renewed their alternate-week sponsorship of FURY, NBC-TV's Saturday morning (11:11:30 a.m., EDT) adventure series, for 52 weeks, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

The renewal orders from General Foods and Borden are effective July 13 and July 20, respectively, and were placed through Benton and Bowles, Inc., advertising agency which handled negotiations for both advertisers.

"Fury" is based on the classic "Black Beauty" and stars 13-year-old Bobby Diamond as Joey, a young boy who is devoted to Fury, the black stallion.

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TED HUSING SALUTED ON 'THIS IS YOUR LIFE' PROGRAM

Ted Husing, noted sportscaster and the only non-athlete ever to win the Graham McNamee Award for Outstanding Contribution to Sports, was the subject for Ralph Edwards' THIS IS YOUR LIFE telecast of Wednesday, May 8 (NBC-TV, 10 p.m., EDT).

Husing was brought to the NBC Studio by former All-American football star Tom Harmon and his wife, actress Elyse Knox Harmon. Among those who assembled to pay tribute to the sportscaster (who is recuperating from an operation for a brain tumor) were Harvey Kipke, former coach of the University of Michigan; Glenn Davis and Felix "Doc" Blanchard, former Army football stars; former golf champion, Ralph Guldahl; former tennis champion, Alice Marble; Eleanor Holm, swimming star; Gordon "Mickey" Cochrane, former manager of the Detroit Tigers; Jimmy Dolan and Les Quailey, Husing's former football announcing teammates; Major J. Andrew White, former president of CBS and a pioneer sportscaster; Husing's mother and daughter, and his physician, Dr. Raymond Spritzler.

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May 10, 1957

'THE GEORGE SANDERS MYSTERY WRITERS THEATRE! TO HAVE NBC-TV SATURDAY NIGHT SPOT UNDER SPONSORSHIP OF PABST BREWING CO.

THE GEORGE SANDERS MYSTERY WRITERS THEATRE, a new half-hour filmed series featuring dramas based on stories by outstanding mystery writers, will be televised over NBC Saturday evenings, 9 to 9:30 p.m., NYT, beginning June 29. Announcement of the new Summer series was made today by Manie Sacks, Vice President, Television Network Programs, for the National Broadcasting Company.

The Pabst Brewing Company will sponsor the series its entire 13 weeks.

Sanders will serve as host for the series and, in addition, will star in several of the programs.

Mr. Sacks said that such established mystery authors as Agatha Christie, Craig Rice and S.S. Van Dine will be represented in "The George Sanders Mystery Writers Theatre."

Leo Burnett Co., Inc., Chicago, is the advertising agency for the Pabst Brewing Company.

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May 10, 1957

NBC ESTABLISHES TELEVISION STATION SALES UNIT TO HELP AGENCIES

AND CLIENTS ACHIEVE MOST EFFECTIVE USE OF NETWORK TV

Advertising agencies and clients will be aided in making the most effective use of network television by the establishment at NBC of a Television Station Sales Unit within the network's Television Sales Service Department.

The creation of the new Unit was announced today by William R. (Billy) Goodheart, Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Mr. Goodheart said that the new Unit is being created to specifically help advertisers and their agencies evaluate their individual network station lineups. The Unit will be headed by C. Herbert Clarke as Manager, Station Sales, Mr. Goodheart said.

Mr. Clarke joined NBC-TV in March, 1956, as a salesman in the Participating Programs Sales Department and this past March became a station sales representative in the network's Sales Traffic Department.

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NBC TRADE NEWS

'THREE, TWO, ONE--ZERO'--FAMED 'PROJECT 20' PROGRAM ON NUCLEAR ENERGY-WILL HAVE A REPEAT TELECAST ON NBC SUNDAY, MAY 19

The new element in "Three, Two, One -- Zero" when this NBC "Project 20" television classic returns after a 32-month absence Sunday, May 19 (4-5 p.m., EDT), will be the network's Washington commentator Joseph C. Harsch. At the close of the program, the first to tell the overall story of nuclear energy, Harsch will deliver a five-minute live commentary.

Henry Salomon, who heads the "Project 20" unit, made the film with the technical assistance of the Atomic Energy Commission and high officials of the government. It is a searching exploration (more)

JOHN DOS PASSOS ON NBC EDUCATION TV PROJECT PROGRAM

Author John Dos Passos ("U.S.A.") will have his say about the non-conformist and the rebel in U.S. society when he joins Dr. Albert D. Van Nostrand for talk about "The System" on "The American Scene," an NBC Educational Television Project program, Monday, May 20 (Educational TV stations, 6:30 p.m., EDT; WRCA-TV, New York, Sunday, June 2, 10 a.m., EDT).

The state of the s The state of the s * the state of the s STREETS CONTROL OF THE STREET OF THE STREET of the magnificent hope and utter disaster that lie hidden in the heart of the atom. In its reconstruction of the whole history of atomic energy, its potentialities and its implications, the film utilizes the most telling and powerful of the motion picture footage available in this country as well as from Russia, Japan and elsewhere.

This was the first film made for TV to win the Robert J.

Flaherty Award for "outstanding creative achievement" in production of documentary films. It also won a George Polk Memorial Award for "distinguished achievement in journalism."

The program stemmed from Henry Salomon's conviction that atomic energy is the single most important fact of our time and that television is the only possible way of communicating its whole meaning, in human terms, to as many people as it affects. "Ignorance of the facts of atomic energy cannot protect us from our fears," he said. "Only the widest possible dissemination of the facts, the truth, about this major problem of our time can lead to its solution."

Salomon wrote the script with Richard Hanser. Robert Russell Bennett composed and conducted the original orchestral score.

Alexander Scourby is narrator.

The program gets its title from rhythmic counting of the seconds that precedes each test blast of a nuclear device. It will be the second of three "Project 20" programs NBC is repeating this Spring. The third, "Nightmare in Red," will be telecast <u>Sunday</u>, <u>June 16</u> (4-5 p.m., EDT).

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NBC COLOR TELECAST SCHEDULE MAY 19-25 ALL TIMES EDT

Sunday, May 19

9:00-10:00 p.m. -- THE ALCOA HOUR -- "Protege," an original teleplay by Philo Higley, starring Ed Wynn, Skip Homeier, Evelyn Varden and Betsy Palmer; with David White, Lee Meriwether, Don Adams.

Monday, May 20

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER. -- "Aftermath."

8:00-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell. -- "The Mortaise Fair"

9:30-10:30 p.m. -- RAY BOLGER'S WASHINGTON SQUARE -- Starring Ray Bolger with Kay Armen and special guests Vera Ellen, Richard Haydn, Jose Greco and the Charlivels.

Tuesday, May 21

1:30-2:30 p.m. -- CLUB 60

3:00-4:00 p.m. -- NBC MATINEE THEATER. - "Guest in the Embassy."

8:00-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

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Wednesday, May 22

- 1:30-2:30 p.m. -- CLUB 60.
- 3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Second Hand Lover."
- 7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.
- 8:00-8:30 p.m. -- MASQUERADE PARTY -- With panelists including Betsy Palmer, Ilka Chase, Johnny Johnston. Eddie Bracken is emcee.
- 9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE -- "Men of Prey," starring Chester Morris.

Thursday, May 23

- 1:30-2:30 p.m. -- CLUB 60.
- 3:00-4:00 p.m. -- NBC MATINEE THEATER -- "The Avenging of Ann Leete."
- 10:00-11:00 p.m. -- LUX VIDEO THEATRE. -- "The Armed Venus," starring Esther Williams.

Friday, May 24

- 1:30-2:30 p.m. -- CLUB 60.
- 3:00-4:00 p.m. -- NBC MATINEE THEATER -- "The Lonesome Husband."
- 7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.
- 8:30-9:00 p.m. -- THE LIFE OF RILEY -- Starring William Bendix as Chester A. Riley.

Saturday, May 25

8:00-9:00 p.m. -- PERRY COMO SHOW -- Perry's guests this evening are Jo Stafford, Jackie Miles and Fats Domino.

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday-Friday May 20-24 10:38-10:43 a.m. -- WRCA-TV WINDOW Saturday May 25 11:00-11:15 p.m. -- SAVARIN NEWS.

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May 13, 1957

PEGGY LEE, NAT 'KING' COLE, RICKY NELSON, BUD COLLYER AND SPECIAL GUEST GORDON MacRAE TO STAR IN FULL-HOUR VARIETY SHOW JUNE 1

FOUR STARS FOR SPRING, a musical variety show starring Peggy Lee, Nat "King" Cole, Ricky Nelson, and Bud Collyer with Gordon MacRae as special guest, will be presented on NBC-TV Saturday, June 1 (9 p.m., EDT). Miss Lee and Collyer will be co-emcees of this 60-minute "special" show.

Originating mainly in NBC's Burbank, Calif., studios, "Four Stars For Spring" will be sponsored by the Bulova Watch Co., through McCann-Erickson Inc. advertising agency. Carroll Carroll will be the writer, Joe Cates the producer-director and Paul Weston the music director of the hour-long show.

Miss Lee, Collyer, MacRae and teen-age singer Ricky Nelson, son of TV stars Ozzie and Harriet Nelson, will perform in Burbank, and Nat "King" Cole in the Chez Paree nightclub in Chicago.

MacRae will sing and also will participate in several comedy sketches.

"Four Stars For Spring" will be presented on June 1 only, in the time period of "Caesar's Hour," which concludes its current season May 25.

the second of th \mathcal{H} . The second of \mathcal{H} is the second of \mathcal{H} . The second of \mathcal{H} ROBERT HORTON SIGNED FOR CO-STARRING ROLE (WITH WARD BOND)
ON NBC'S "WAGON TRAIN" SERIES OF FULL-HOUR ADULT WESTERNS

Film and television actor Robert Horton has been signed for the co-starring role of frontier scout in NBC-TV's upcoming WAGON TRAIN series, climaxing one of the most intensive talent searches Hollywood has seen in a long time.

Rugged, handsome and talented, Horton won out over more than 25 actors who were considered for the co-starring role with veteran star Ward Bond in the weekly series of full-hour adult Westerns which premieres on NBC-TV Wednesday, Sept. 11, at 7:30-8:30 p.m., NYT.

Contenders for the role have been interviewed both in Hollywood and the East for more than two months, but not one -- until Horton showed up -- had all the qualities which are necessary for the part.

"We knew exactly the type of man we wanted for this role," said producer Dick Lewis, "and we refused to sign anyone until we found the man who fitted the part perfectly."

Horton has appeared in several motion pictures as well as top video shows. A graduate of the drama school of the University of California at Los Angeles, he gained his first stage experience in off-Broadway productions while attending New York drama schools.

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2 - 'Wagon Train'

The filmed series, which goes before the cameras this month, will dramatize the adventures of pioneers who traveled in covered wagons from a Midwestern city to California in the early 1850s.

Bond will star as wagonmaster Seth Adams, with Horton co-starring as guide Flint McCullough, whose job it is to lead the train and its passengers through hostile Indian country.

In addition to Bond and Horton, a "name" star of films or television will be featured in the role of guest star each week.

The flexible format of "Wagon Train" will enable audiences to follow the prairie schooners during the entire hazardous trip. The stories will deal not only with the passengers, but with the settlers en route who offer the train a safe haven for rest, repairs and reorganization.

"Wagon Train" is produced for NBC by Dick Lewis of Revue Productions.

NBC-New York, 5/13/57

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JOHN STEINBECK'S SHORT STORY, "THE EARS OF JOHNNY BEAR,"
PURCHASED FOR PRESENTATION ON NBC-TV'S "CRISIS" SERIES

John Steinbeck's short story "The Ears of Johnny Bear," has been purchased for presentation on NBC's CRISIS, the forthcoming series of full-hour suspense-mystery dramas which begins on the network Monday, Sept. 30 (10-11 p.m., NYT).

Johnny Bear is one of Steinbeck's remarkable creations -- a hulking mountain of a man who doesn't have all his wits about him, but who has a rare gift that makes the town in which he lives deathly afraid of him. The story will be adapted for television by Reginald Lawrence. It will be a live production.

"Crisis" will comprise 20 films and 22 live productions, with Alfred Hitchcock producer-director for 10 of the filmed stories.

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* NBC-TV NEWS *

BRICE HOWARD IS NAMED EXECUTIVE PRODUCER OF NBC EDUCATIONAL TV PROJECT

Brice Howard has been named executive producer of the NBC Educational Television Project, according to an announcement today by Edward Stanley, NBC manager of public service programs, who heads the Project. Mr. Howard will succeed David Lowe, who has taken leave of absence from the network to make a full-hour "March of Medicine" color film portraying the activities of American doctors around the world.

Since the start of the Project in March, Mr. Howard has been producing one of its five weekly programs, "The American Government and the Pursuit of Happiness," which has presented on-camera Vice President Richard Nixon, Associate Justice Harold H. Burton of the U.S. Supreme Court, Speaker of the House Sam Rayburn, Senator J. W. Fulbright and other representatives of the executive, legislative and judicial branches of the Federal government.

Before joining the Project, Mr. Howard was an NBC senior unit manager, most recently with the "Hallmark Hall of Fame." Last season he was senior unit manager with NBC-TV's "One Touch of Venus" Spectacular and the Maurice Evans drama series. He also is a writer for TV; NBC has produced seven of his plays. Earlier, he was instructor and theatre director in the Department of Speech and Theatre

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2 - Brice Howard

at Southern Methodist University. He was born in Seattle, Wash., but calls Alaska home.

NBC is undertaking the Project in cooperation with the Educational Television and Radio Center at Ann Arbor, Mich. Its five programs are being sent out live to the U.S. Educational TV stations over NBC's regular network facilities from 6:30 to 7 p.m., Monday through Friday. The stations were linked to receive their first live interconnected network telecasts March 11.

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NBC-New York, 5/13/57

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KENNETH E. GREENE OF NBC IS DEAD

Kenneth E. Greene, Supervisor of Circulation for NBC Research and Planning, died suddenly Friday afternoon, May 10, of a heart attack. He was 59 years old that day.

He is survived by his wife, Grace, and his mother and sister.

Mr. Greene had been with NBC for more than 22 years, having joined the network on Dec. 15, 1934, as a clerk in the Statistical Department. In May, 1942, he was made Assistant Research Manager and was appointed to his present position on Aug. 1, 1950.

Mr. Greene was born in New London, Conn., on May 10, 1898, and was graduated from Yale University in 1922. He and his wife lived at 4784 Post Road, Pelham Manor, N.Y.

NBC-New York, 5/13/57

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MISSOURI WOMAN--ONE OF 1,024,000 'PRICE IS RIGHT' ENTRANTS--WINS SEDAN SHOWCASE AFTER HAVING TO BREAK FIRST TIE ON SHOW

For the first time in the program's history, a tie between two home viewers had to be broken (today) before the television audience on NBC-TV's THE PRICE IS RIGHT (11 a.m., EDT, Mondays through Fridays). Emcee Bill Cullen spoke to both contestants via long distance telephone at their homes while they gave their tie-breaking bids on a hi-fi set displayed on the program.

Mrs. Ellen J. Blake of 3237 Marshall, Overland, Mo. guessed the price of the set exactly -- \$329.95 -- to win it and the Sedan Showcase, including a hardtop sedan auto.

Mrs. Blake, however, donated the hi-fi set to the loser,

Mrs. J.A. Connor, 1523 Roosevelt Rd., Owensboro, Ky. Both ladies had out-guessed 1,024,000 other home viewers who sent in postcards estimating the price of the Sedan Showcase by hitting it exactly. Then they had tied in another run-off before the program.

Included in Mrs. Blake's gifts were: the hardtop sedan, priced at \$2,326.10; cabana, \$110; barbecue outfit, \$27.95; beach blanket, \$3.95; suntan lotion, \$1.35; and charcoal briquettes, \$.98.

The Sedan Showcase contest covered the week of April 29-May 3.

THE REPORT OF THE PROPERTY OF THE LAND OF THE LAND OF THE ENDING THE WORLD STREET THE LITTER STREET the state of the s on the of them will be to be sensitive using AND THE RESERVE OF STATE OF STATES AND THE The American Company of the Company CARRY MAN ELTER YOUR THE RESERVE OF THE PROPERTY OF THE PARTY OF THE PARTY OF THE PARTY. of the confidence of the property of the special section of the se the second of th The second state of the second The Both of the Control of the Contr or weak with a solution with opening our or in the absence. Committee the state of the stat . . 11 to 35 \$ 7.11 J Committee and the second of the contract of the second of the YUCCA FLAT NUCLEAR TEST THURSDAY, MAY 16, TO BE FILMED FOR SHOWING THE SAME DAY ON 'NBC NEWS'

The "open shot" nuclear test scheduled to take place on Nevada's Yucca Flat five minutes before dawn Thursday, May 16, will be filmed for showing the same day on NBC News (7:45-8 p.m., EDT).

The test will be filmed by NBC cameraman Dexter Alley, who in the past seven years has covered 15 atomic explosions, one hydrogen test and the firing of an atomic cannon. In all, he has shot 13,000 feet of film recording the blasts.

In 1951, Alley filmed the initial tests, which were then classified "top secret," from a rooftop in Las Vegas, 100 miles from the Flat. Again in 1952, 1953 and 1954, he covered the explosions from mountain positions near the test grounds.

In 1955, for the first time, he was permitted to shoot an explosion from the floor of the Yucca Flat Valley and in 1956 he was chosen as the single "pool" cameraman to cover the Pacific hydrogen tests for all networks.

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May 14, 1957

COURT OF LAST RESORT, FILM SERIES ON FAMOUS CRIME DETECTION
BOARD, TO START ON NBC FRIDAY NIGHTS IN FALL, SPONSORED BY

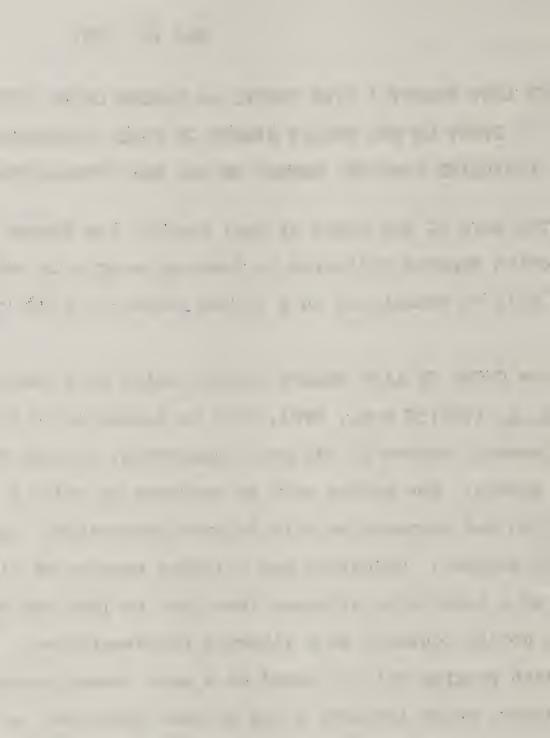
P. LORILLARD COMPANY, MAKERS OF OLD GOLD CIGARETTES

The work of the Court of Last Resort, the famous board of crime-detection experts dedicated to freeing wrongfully convicted prisoners, will be dramatized in a filmed series to start on NBC-TV next Fall.

The COURT OF LAST RESORT series, which will start on NBC-TV Friday, Oct. 4, (8-8:30 p.m., NYT), will be sponsored by the P. Lorillard Company, makers of Old Gold cigarettes, through the Lennen and Newell agency. The series will be produced by Jules C. Goldstone, in association and cooperation with Paisano Productions, headed by Gail Patrick Jackson. Goldstone was selected because of his legal background as a practicing attorney from 1924 to 1940 and his experience in motion pictures as a literary representative.

Each program will be based on a case investigated by the seven-man court, which includes a top private detective, an outstanding medico-legal expert and a specialist in the use of the lie-detector. In some cases the court proved the prisoner's innocence. In others it confirmed the original conviction.

The Court of Last Resort was founded by Erle Stanley Gardner, lawyer and mystery writer, and Harry Steeger, publisher of Argosy (more)



2 - 'Court of Last Resort'

Magazine. One of the first experts they recruited was Raymond Schindler, the private detective, whom Gardner had first met when both were working on the Sir Harry Oakes case in the Bahamas.

The court's first case was that of a man convicted of murder and sentenced to life imprisonment. After investigating the case for months, the experts gathered enough evidence to prove the prisoner's innocence.

The case brought national attention to the court and, as a result, a number of young attorneys and former FBI men volunteered their efforts and organized an auxiliary committee to help in the work.

Since then the court has helped effect the release of a substantial number of prisoners sentenced for crimes they did not commit. In a number of other cases, the court made intensive investigations which tended to confirm the original convictions. The court is continuing its work and at present has hundreds of cases under investigation.

Royalties paid to the Court of Last Resort for the television series will be used to further the work of the court.

Besides Gardner, Steeger and Schindler, members of the court are: Dr. LeMoyne Snyder, author and expert in the field of legal medicine; Alex Gregory, psychologist and specialist in the use of the lie detector; Marshall Houts, professor of police science at Michigan State University and former member of the FBI; and Park

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3 - 'Court of Last Resort'

Street Jr., trial lawyer and past president of the Texas Law Enforcement Foundation.

The real names of the members of the court will be used in the television series, but the members will be portrayed by actors. Dr. Snyder, who will act as technical adviser in the series, will present a week-to-week report to the public on developments in current cases and will ask the help of viewers in running down new leads in the interest of justice.

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NBC-New York, 5/14/57

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May 14, 1957

RONSON CORP. TO SPONSOR 'NBC NEWS' MONDAYS AND THURSDAYS FOR FULL YEAR AND 32 ADDED DATES (INCLUDING WEDNESDAYS, FRIDAYS) IN FIRST 13 WEEKS

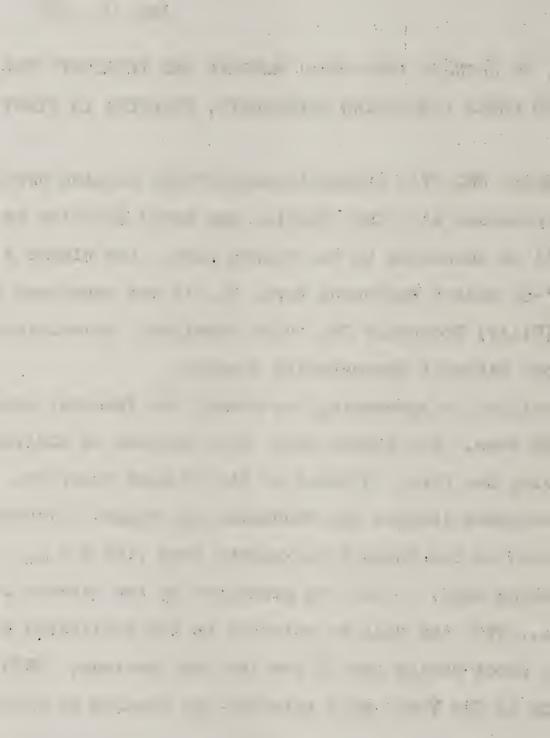
NBC NEWS, NBC-TV's Monday-through-Friday evening series of television news programs with Chet Huntley and David Brinkley as coeditors, will be sponsored by the Ronson Corp., two nights a week during the 1957-58 season beginning Sept. 23, it was announced today by
William R. (Billy) Goodheart Jr., Vice President, Television Network
Sales, for the National Broadcasting Company.

In addition to sponsoring the Monday and Thursday evening portions of "NBC News," the Ronson Corp. will sponsor an additional 32 programs during the first 13 weeks of its 52-week contract. These additional programs include the Wednesday and Friday telecasts.

Now seen on the network weeknights from 7:45-8 p.m., NYT, "NBC News," beginning Sept. 9, will be presented by the network at 6:45 p.m. and 7:15 p.m., NYT, and will be telecast by NBC affiliated stations in various time zones during one of the two time periods. WRCA-TV, NBC's owned station in New York, will telecast the program at 6:45 p.m., NYT.

"NBC News" presents Huntley offering news from a New York origination and Brinkley reporting from Washington. In addition, Brinkley frequently travels to the scene of major news stories for first-hand or background reports.

Norman, Craig and Kummel, Inc., is the advertising agency for the Ronson Corp.





May 14, 1957

ROYAL McBEE CORP. TO BE ALTERNATE WEEK SPONSOR OF 'SALLY,'

COMEDY SERIES STARRING JOAN CAULFIELD

The Royal McBee Corp. has purchased alternate week sponsorship of SALLY, NBC-TV's new situation comedy series starring Joan Caulfield and planned to start <u>Sept. 22</u> (Sundays, 7:30-8 p.m., EDT), it was announced today by William R. (Billy) Goodheart, Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The Royal McBee order is effective Sept. 29. As previously announced, the Chemstrand Corp. will sponsor "Sally" on alternate Sundays.

"Sally" will star Miss Caulfield as the globe-trotting companion of a wealthy, scatterbrained matron, played by Marion Lorne. The series, a Frank Ross Production, will be directed by William Asher.

Young and Rubicam, Inc., is the advertising agency for Royal McBee.

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COLOR TV IS A MATURE, ESTABLISHED MEDIUM WITH NATIONAL DISTRIBUTION, NBC'S SYDNEY H. EIGES STATES BEFORE MILWAUKEE RADIO AND TV COUNCIL

MILWAUKEE, WIS., May 14 -- Color television is a mature, established medium with national distribution, Sydney H. Eiges, Vice President, Press and Publicity, for the National Broadcasting Company, said here today in an address before the Milwaukee Radio and TV Council. The occasion was the Carnival of Color, being conducted in the Wisconsin city by the Radio Corporation of America as a major campaign to spread color television throughout the country and establish it as the nation's top entertainment and advertising medium.

Mr. Eiges said that the production of color television programs has no more growing pains, that it already is as completely routine as that of black-and-white shows.

"We're turning out a substantial schedule of color programs, both daytime and evening," he said. "We have made a point, by the way, of having at least one major program in color every night of the week. Actually, on some evenings, we present as much as three hours of color."

He pointed out that during May three TV stations in Mil-waukee alone are presenting some 210 hours of color programming.

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2 - Sydney H. Eiges

In reference to color television's national distribution, Mr. Eiges said that a full 96 per cent of all the nation's homes are presently within range of NBC-TV's color broadcasts. He warned, however, that distribution alone is not enough. "What is needed is actual consumption of product," he said. "We want our fine product to be consumed by many millions of viewers. In other words, we want people to buy color receivers so they can enjoy our colorcasts -- and those of CBS and local stations."

NBC-New York, 5/14/57

DEL MONTE IS FIRST USER OF "HOT LINE MERCHANDISING PLAN," NBC RADIO'S NEW COAST-TO-COAST MARKETING AID

NBC Radio's "Hot Line Merchandising Plan," by which sales executives can instantly brief regional distributors from coast to coast, was used for the first time today (Tuesday, May 14) by Del Monte (California Packing Corporation), it was announced by Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

The plan involved the use of a closed circuit broadcast, during which Del Monte executives told their sales representatives in 24 cities about the company's sponsorship of one-quarter of the NBC "News-on-the-Hour" broadcasts, starting May 20.

Commenting on the inauguration of the plan, Mr. Culligan said: "The lag between management thinking and field force execution has been virtually eliminated by our instantaneous marketing communication system, the NBC Merchandising Hotline."

Everett M. Runyon, director of advertising and sales promotion for Del Monte, said: "This dramatic way of presenting our advertising and merchandising plan to promote Del Monte Pineapple-Grapefruit drink enabled our marketing executives to talk to the entire sales organization at one time, thus preparing for the kick-off of our campaign."

The 25-minute closed circuit broadcast, originating live in New York, Chicago, Washington and San Francisco, included a promotional description of "News-on-the-Hour" by NBC commentators Chet Huntley, David Brinkley, Leon Pearson and Morgan Beatty. Del Monte's

mo Radio's "Hot Line Merchandishor Line" by which can instantly rief reviewal distributors from the send for the fire time soday (1 eaday, May 14) the formia Partic Components). 't was announced by Jornia Partic Components). 't was announced by Jornia Partic Components of the 120 Radio Network vice President and the character as a line of a line of the present the point the composition is the component was to the formit and appreciate the component was to the line of an and quarter about the four the bound of the line of the lin

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2 - Merchandising

merchandising plans were described by J.H. Allen, divisional sales director in New York; Ross B. Yerby Jr., assistant general sales director, merchandising; and Lyman C. Dunbar, assistant general sales director, field sales. Other speakers were Mr. Culligan and George Graham, director of sales planning for the NBC Radio Network.

Another unique phase of the merchandising plan calls for the use of special transistor radios encased in Del Monte cans which will be carried by the company's salesmen when they make calls on retailers. Use of the radios enables the salesmen to convey the impact of the on-the-air advertising campaign.

Del Monte sales managers listened to the broadcast in the studios of the following NBC Radio Affiliates: WSB, Atlanta; WBAL, Baltimore; WNAC, Boston; WMAQ, Chicago; WHK, Cleveland; WFAA, Dallas; WWJ, Detroit; KOA, Denver; WBAP, Fort Worth; KPRC, Houston; WDAF, Kansas City; KFI, Los Angeles; WTMJ, Milwaukee; KSTP, Minneapolis; WRCA, New York; WKY, Oklahoma City; KFAB, Omaha; WRCV, Philadelphia; KGON, Portland; KSD, St. Louis; KDYL, Salt Lake City; KNBC, San Francisco; KOMO, Seattle, and WRC, Washington.

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NBC-New York, 5/14/57

NBC TO TELEVISE 4 PACIFIC COAST CONFERENCE GRID GAMES REGIONALLY;
TELECASTS OF 10 PCC BASKETBALL GAMES ALSO SCHEDULED

NBC-TV will televise four football games and 10 basketball games of the Pacific Coast Conference next Fall and Winter, it was announced jointly today by Tom S. Gallery, NBC Sports director, and W.J. Parry, radio and TV director of the conference.

West Coast sportscaster Chick Hearn will be the play-by-play commentator for all 14 telecasts.

The four regional football dates, all Saturdays, are Oct. 12, Oct. 26, Nov. 9 and Nov. 23. The games will be selected during the season as the conference race develops. They will be seen only in National Collegiate Athletic Association District 8, which includes California, Oregon, Washington, Idaho and Nevada.

The 10 basketball contests will be presented on consecutive Saturdays starting Jan. 4.

NBC-TV also has exclusive TV rights to the national nine-date grid schedule approved by the NCAA. Arrangements are being made for the network to carry regional telecasts in other NCAA districts on the same four dates as the PCC regional program.

The same of the sa at the state of th NBC COLOR TELECAST SCHEDULE For June, 1957 (All Times EDT)

Saturday, June 1

8:00-9:00 p.m. -- THE PERRY COMO SHOW -- With Jack Carter and Vaughn Monroe as guests.

Sunday, June 2

9:00-10:00 p.m. -- THE CHEVY SHOW -- Co-starring Pat Boone and Shirley MacLaine; with Gisele MacKenzie, Nelson Riddle and his Orchestra, and special guest George Gobel.

Monday through Friday, June 3-7

1:30-2:30 p.m. -- CLUB 60.

Monday, Tuesday, Thursday, Friday, June 3, 4, 6, 7

3:00-4:00 p.m. -- NBC MATINEE THEATER.

Monday, June 3

8:00-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell.

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS.

Tuesday, June 4

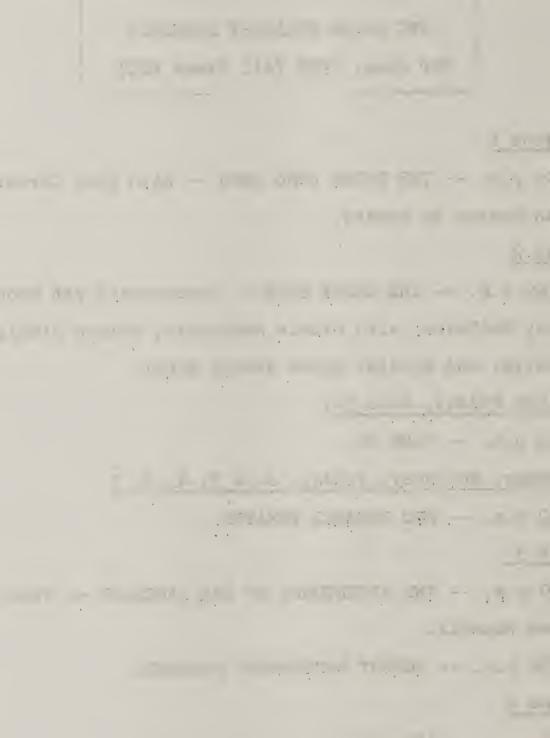
8:00-9:00 p.m. -- RAY BOLGER'S WASHINGTON SQUARE -- Starring Ray Bolger, with Kay Armen and guest star Vivian Blaine.

Wednesday, June 5

8:00-8:30 p.m. -- MASQUERADE PARTY -- With panelists Betsy Palmer, Ilka Chase and Johnny Johnston. Eddie Bracken is emcee.

(more)

R CA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK



2 - NBC Color Telecast Schedule

Wednesday, June 5 (Cont'd)

9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE -- "The Roaring Twentieth," by Calvin Tompkins; starring Wally Cox.

Thursday, June 6

10:00-11:00 p.m. -- LUX VIDEO THEATRE.

Friday, June 7

8:30-9:00 p.m. -- THE LIFE OF RILEY -- Starring William Bendix.

Saturday, June 8

- 8:00-9:00 p.m. -- THE PERRY COMO SHOW -- With Ethel Merman, Ed Wynn and the Four Lads as guests.
- 9:00-10:00 p.m. -- THE JERRY LEWIS SHOW -- Starring Jerry Lewis with special guest Frank Sinatra, and Eydie Gorme, and Nelson Riddle and his Orchestra.
- 10:00-10:30 p.m. -- THE MARRIAGE -- Starring Hume Cronyn and Jessica Tandy.

Sunday, June 9

9:00-10:00 p.m. -- THE ALCOA HOUR -- "Mrs. Gilling and the Skyscraper," by Sumner Locke Elliott; starring Helen Hayes.

Monday through Friday, June 10-14

1:30-2:30 p.m. -- CLUB 60.

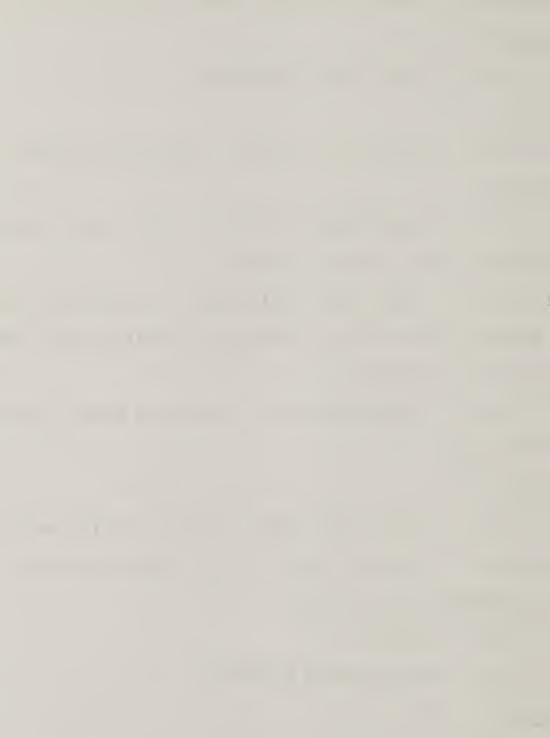
3:00-4:00 p.m. -- NBC MATINEE THEATER.

Monday, June 10

- 8:00-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell.
- 9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS.

Tuesday, June 11

8:00-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.



3 - NBC Color Telecast Schedule

Wednesday, June 12

- 8:00-8:30 p.m. -- MASQUERADE PARTY.
- 9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE -- "Fire and Ice," an original TV script by Richard Fielder.

Thursday, June 13

8:00-9:00 p.m. -- RAY BOLGER'S WASHINGTON SQUARE -- Starring Ray Bolger, with Kay Armen.

10:00-11:00 p.m. -- LUX VIDEO THEATRE.

Friday, June 14

9:00-10:00 p.m. -- THE CHEVY SHOW -- Starring Dinah Shore.

Saturday, June 15

8:00-9:00 p.m. -- THE JULIUS LA ROSA SHOW -- Starring Julius LaRosa.

Sunday, June 16

9:00-10:00 p.m. -- GOODYEAR PLAYHOUSE -- "Your Every Wish," by Clifford Goldsmith.

Monday through Friday, June 17-21

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER.

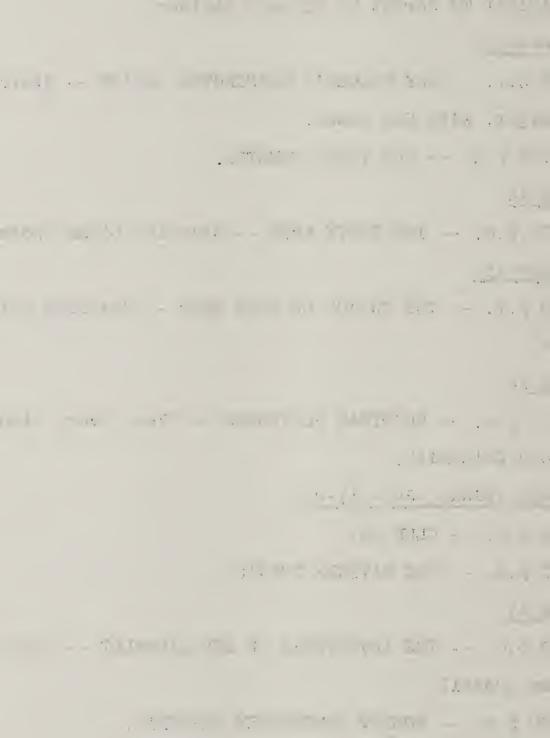
Monday, June 17

8:00-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell.

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS.

Tuesday, June 18

8:00-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.



4 - NBC Color Telecast Schedule

Wednesday, June 19

8:00-8:30 p.m. -- MASQUERADE PARTY.

9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, June 20

10:00-11:00 p.m. -- LUX VIDEO THEATRE.

Saturday, June 22

8:00-9:00 p.m. -- THE JULIUS LA ROSA SHOW.

Sunday, June 23

9:00-10:00 p.m. -- THE ALCOA HOUR -- "A Letter from Mt. Vernon," by David Driscoll.

Monday through Friday, June 24-28

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER.

Monday, June 24

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS.

Tuesday, June 25

8:00-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

Wednesday, June 26

8:00-8:30 p.m. -- MASQUERADE PARTY.

9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, June 27

10:00-11:00 p.m. -- LUX VIDEO THEATRE

Saturday, June 29

8:00-9:00 p.m. -- THE JULIUS LA ROSA SHOW.

Sunday, June 30

9:00-10:00 p.m. -- GOODYEAR PLAYHOUSE.

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May 15, 1957

MICKEY ROONEY TO STAR IN 'PINOCCHIO'--ORIGINAL MUSICAL BASED ON FAMED FAIRY TALE -- ON NBC SUNDAY, OCT. 13; REXALL DRUG COMPANY IS SPONSOR

Mickey Rooney will star in the title role of a one-hour original musical based on the classic fairy tale "Pinocchio," to be telecast over NBC <u>Sunday evening</u>, Oct. 13, from 6:30 to 7:30 p.m., NYT, it was announced today by Manie Sacks, Vice President, Television Network Programs, for the National Broadcasting Company.

The Rexall Drug Company will sponsor the special program.

"Pinocchio" is the timeless story of a puppet carved by an aged man from a magic piece of firewood and which is turned into a real boy as reward for devotion to his master. The program will be produced by Talent Associates, Ltd. Author of the book and composer of the original score for "Pinocchio" will be announced at a future date, Mr. Sacks said.

Batten, Barton, Durstine and Osborn, Inc., is the advertising agency for the Rexall Drug Company.

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May 15, 1957

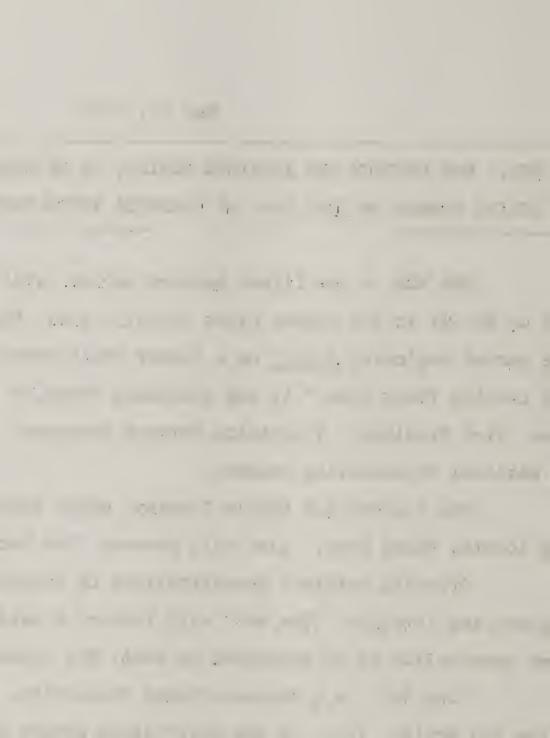
'THE WEB,' NEW MYSTERY AND INTRIGUE SERIES, TO BE PRESENTED DURING SUMMER IN TIME SPOT OF 'LORETTA YOUNG SHOW'

THE WEB, a new filmed mystery series, will be seen on NBC-TV in the Sunday night 10-10:30 p.m., EDT time period beginning July 7 as a Summer replacement for "The Loretta Young Show," it was announced today by Manie Sacks, Vice President, Television Network Programs, for the National Broadcasting Company.

The Procter and Gamble Company, which sponsors "The Loretta Young Show," also will present "The Web."

Offering original dramatizations of stories of suspense and intrigue, "The Web" will feature a well-known personality to be announced as host, Mr. Sacks said.

"The Web" is a Goodson-Todman Production.
Benton and Bowles, Inc., is the advertising agency for the Procter and Gamble Company.



NBG BADIO NEIWORK NEWS

May 15, 1957

THEY NOW SING ABOUT "IMAGERY TRANSFER" -- NBC RADIO'S "NIGHTLINE" PROGRAM INTRODUCES CALYPSO SONG, "PRETTY, PRETTY IMAGE"

"Well, perhaps it is love speaking passionately,
But looking at it scientifically,
When my heart see her,
It's Imagery Transfer."

A new calypso song, "Pretty, Pretty Image," was introduced last night (Tuesday, May 14) on NBC Radio's NIGHTLINE program with introductory remarks by Matthew J. Culligan, Vice President, NBC Radio Network. Mr. Culligan is the leading exponent of "Imagery Transfer" radio advertising concept.

The song, copyrighted by lyricist Carl Abrams and composer Bob Corman, using "Imagery Transfer" as its theme, will soon be published, and recordings are anticipated at early dates. The words to "Pretty, Pretty Image" follow:

Oo-oo, Oo-oo,
What is wrong with me?
I hear a sound and it make me see
My pretty, pretty girl in the Caribee
She got the darkest hair...

Well, perhaps it is love speaking passionately, But looking at it scientifically, When my heart see her, It's Imagery Transfer.
Whatcha say man? Imagery Transfer.

n de la martina de la mart La martina de la martina d Coo-ee, Coo-ee,
Hear a dove soft cry,
I see her eyes when I say goodbye
My pretty, pretty girl lookin; tell me why,
She got the deepest eyes...
The darkest hair...

Ding-dong, ding-dong,
Hear a silver bell,
I see her laugh I must laugh as well
My pretty, pretty girl conjure happy spell,
She got the livest smile...
The deepest eyes...
She got the darkest hair...

Well, perhaps it is love speaking passionately, But looking at it scientifically, When my heart see her, It's Imagery Transfer.

That's the thing man. Imagery Transfer.

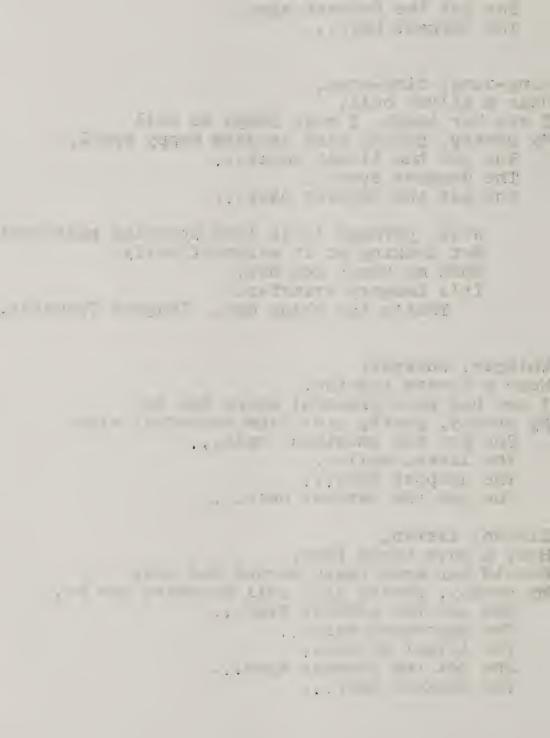
Whisper, whisper,
Hear a breeze tip-toe,
I see her walk graceful where she go
My pretty, pretty girl hips a-rockin' slow,
She got the smoothest walk...
The livest smile...
The deepest eyes...
She got the darkest hair...

Listen, listen,
Hear a wave break free,
Behold her arms reach across the sea,
My pretty, pretty girl pull me where she be,
She got the softest arms...
The smoothest walk...
The livest smile...
She got the deepest eyes...
The darkest hair...

Well, perhaps it is love speaking passionately, But looking at it scientifically, When my heart see her, It's Imagery Transfer. Pretty image. Imagery Transfer.

Want the image. Imagery Transfer.

Get the image. Gotta transfer me to her.



HELEN HALL, OF NBC RADIO'S "NIGHTLINE" AND "MONITOR" IS IN GROUP
OF AMERICAN WOMEN IN RADIO AND TV TO MAKE VENEZUELAN TOUR

Helen Hall, NBC Radio NIGHTLINE and MONITOR reporter, has been selected as one of four members of the American Women in Radio and Television to make a goodwill mission to Venezuela in June.

The tour by the first radio-TV group to make such a goodwill mission to South America, is designed to study how U.S. industry -- at work in other countries -- helps establish better schools, better living conditions and sounder economy through aid in developing natural resources.

During the trip, the party will visit Venezuelan oil fields, industrial plants and centers, as well as schools, cultural and civic organizations.

Miss Hall, the newly-elected president of the New York Chapter, will be joined on the trip by AWRT national president Edythe Fern Melrose, of Detroit, Mich.; Fran Riley, radio-TV publicist with the Ted Bates advertising agency, New York City; and Edna Seaman, broadcaster of Greenville, S.C.

The group will leave from New York's Idlewild Airport on June 10.

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NBC TRADE NEWS

HOW NBC CONTINUITY ACCEPTANCE DIRECTOR STOCKTON HELFFRICH
GOES ABOUT HIS JOB IS DESCRIBED IN CORONET MAGAZINE

Stockton Helffrich, NBC's Director of Continuity Acceptance, is the featured subject of an article in the June issue of Coronet Magazine.

The article, written by Martin Gross, describes how Helffrich goes about his job on NBC-TV shows. Speaking of old Western movies, Helffrich comments, "The good guy and the bad guy can just as well shoot it out in front of the town post office as in the local bar." Of decolletage, he suggests that all female performers bring along an extra gown...just in case. He insists that shows leave Santa Claus' believability untouched for the children's sake. And when dentists complained that a patient yelling "ouch" in a dentist chair on TV keeps thousands from seeking needed care, Helffrich passed along the word that all was to be smiles in the dentist's chair.

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NBC-New York, 5/15/57

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May 16, 1957

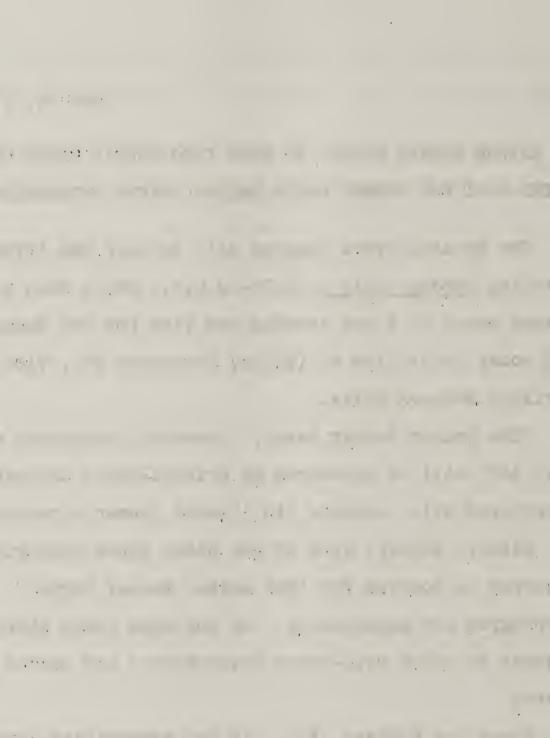
'THE ARTHUR MURRAY PARTY' TO MOVE INTO MONDAY NIGHT NBC-TV
TIME SPOT FOR SUMMER UNDER BRISTOL-MYERS SPONSORSHIP

The Bristol-Myers Company will sponsor THE ARTHUR MURRAY PARTY starting Monday, July 1 (9:30-10 p.m., EDT), when the NBC-TV variety show moves to a new evening and time for the Summer, it was announced today by William R. (Billy) Goodheart Jr., Vice President, NBC Television Network Sales.

"The Arthur Murray Party," currently presented on Tuesdays at 8 p.m., EDT, will be sponsored by Bristol-Myers through Sept. 19, when the program will complete its 12-week Summer schedule.

Kathryn Murray, wife of the noted dance authority Arthur Murray, serves as hostess for "The Arthur Murray Party." Highlighting each program are appearances of top-name guest stars and a dance contest in which well-known entertainers and sports figures participate.

Young and Rubicam, Inc., is the advertising agency representing Bristol-Myers.



SID CAESAR TERMINATES CONTRACT WITH NBC

Sid Caesar has terminated his contract with the National Broadcasting Company, effective immediately, it was announced jointly today by Mr. Caesar and the National Broadcasting Company. The contract termination will not affect Mr. Caesar's shows for the remainder of the current season.

Commenting on his decision, Mr. Caesar said: "It is with great regret that I have terminated the remainder of my ten-year contract with the National Broadcasting Company.

"Our association over the past nine seasons has been both enjoyable and fruitful; without the support of the network I would never have been able to achieve whatever measure of success I have attained on television. I regret that our present situation has made it necessary for us to end this association.

"It has always been my conviction that an artist must constantly seek new techniques for artistic developments and find new ways of expressing them.

"To the millions of people throughout the country who have given me such warm support through the years my gratitude and my assurance that I will continue to try to bring entertainment and enjoyment to them in the future."

Robert W. Sarnoff, President of NBC, said: "Sid Caesar has had a remarkable nine-year show run on the NBC Television Network.

During that period he has made many significant and enduring contributions to the growth and development of our medium. He is a great artist. Naturally, we regret his decision, but we wish him the best of good fortune in whatever ventures he undertakes in the future."

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NBC-TV AND RADIO TO CARRY EISENHOWER TALK ON 'MUTUAL AID'

President Eisenhower's address to the nation <u>Tuesday</u>, <u>May 21</u> on "Why We Need Mutual Aid to Win Peace in the World" will be carried by NBC Television from 11:15 to 11:45 p.m., EDT, and by NBC Radio from 9:30 to 10 p.m., EDT. The address will be tape-recorded and kinescoped earlier in the evening (at 8:30 p.m., EDT), for presentation at these times. The President will speak from the White House.

TITLE CHANGE:

The title of the <u>Saturday</u>, <u>June 1</u>, musical variety show, (NBC-TV, 9-10 p.m., EDT) will be FIVE STARS FOR SPRINGTIME instead of "Four Stars for Springtime" as previously announced.

The program will originate in New York City with the exception of the portion of the program to be done by Nat "King" Cole from the Chez Paree nightclub in Chicago.

NBC-New York, 5/16/57

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May 17, 1957

PUREX AND SPEIDEL WILL SPONSOR REPEAT SHOWINGS
OF 'LORETTA YOUNG SHOW' TUESDAY NIGHTS

The Purex Corp. and the Speidel Corp. will sponsor repeat showings of "The Loretta Young Show" over NBC-TV this Summer on Tuesday evenings from 8:00 to 8:30 p.m., EDT, starting July 2. The sale was announced today by William R. (Billy) Goodheart, Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

"The Loretta Young Show," seen during the regular season on Sunday evenings, 10-10:30 p.m., NYT, features Miss Young, with guest stars receiving top dramatic billing on various occasions.

Edward H. Weiss and Co., is the advertising agency for the Purex Corp. Norman, Craig and Kummel, Inc., represents the Speidel Corp.

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May 17, 1957

NEW DIVIDEND PARTICIPATION PLAN ANNOUNCED FOR NBC-TV'S "TODAY," "HOME" AND "TONIGHT!"

Advertisers on NBC-TV's TODAY, HOME and TONIGHT! programs will be able to secure additional advertising exposure without extra cost when two new Dividend Participation Plans go into effect June 1, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Details of the new plans, which will replace the current discount schedule applicable to the three programs, are as follows:

Plan I -- Effective June 1 through Sept. 6, advertisers will receive dividend participations when buying six or more paid participations. The rate at which these dividends will be earned will increase as the number of paid participations ordered increases. A maximum rate of one dividend participation for every two paid participations will be reached when 20 or more paid participations are ordered. For example, an advertiser purchasing 20 participations will earn 10 dividend participations at no extra cost.

Plan II -- Effective Sept. 9 through May 30, 1958, advertisers will receive dividend participations when buying 12 or more paid participations. Under this plan,

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During the term of each plan, paid participations scheduled in each of the three programs may be combined to determine an advertiser's total number of dividend participations.

In announcing the new dividend plans, Mr. Goodheart said that the addition of the plans to the TODAY, HOME and TONIGHT! programs! known values, such as star salesmanship, commercial integration and scheduling flexibility, will make these shows an even better buy for all advertisers, large or small.

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NBC-New York, 5/17/57

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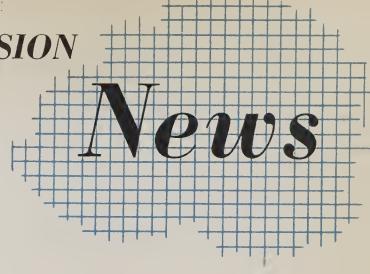
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NBC RADIO'S "NO WASTE" SALES POLICY FOR AFFILIATES IS YIELDING NEW REVENUE AT RATE OF \$1,500,000 A YEAR FOR 5 NETWORK-OWNED STATIONS FOR RELEASE MONDAY, A.M., MAY 20.

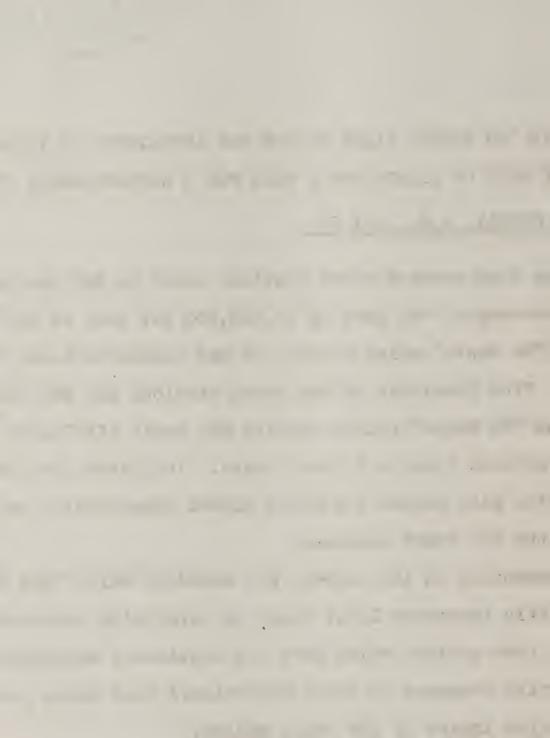
The five network radio stations owned by NBC are gaining additional revenue at the rate of \$1,500,000 per year as the result of NBC Radio's "No Waste" sales policy, it was announced today by Thomas B. McFadden, Vice President of NBC Owned Stations and NBC Spot Sales.

The "No Waste" policy permits NBC Radio affiliates to sell unsponsored network time on a local basis. Initiated less than six months ago, the plan proved its merit almost immediately, according to a survey of the NBC Owned Stations.

Commenting on the survey, Mr. McFadden said: "The 'No Waste' plan has greatly increased local sales by permitting stations to solicit sponsors for time periods which were not previously available locally. The enthusiastic response by local advertisers once again proves the tremendous sales impact of the radio medium."

The network radio stations owned by NBC are: WRCA, New York; WRCV, Philadelphia; WRC, Washington; WMAQ, Chicago; and KNBC, San Francisco.

NBC-New York, 5/17/57





May 17, 1957

NBC RADIO NETWORK'S "SEE FOR YOURSELF RESEARCH PLAN" FOR ADVERTISERS ANNOUNCED BY MATTHEW J. CULLIGAN

FOR RELEASE MONDAY A.M., MAY 20

A new sales effectiveness research plan was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network. It will be called the "NBC See for Yourself Research Plan."

The NBC Radio Network is establishing a research fund which will pay all the costs of sales effectiveness studies for advertisers on the network whose campaigns meet certain simple criteria. The campaign must be of sufficient length and involve sufficient frequency to give a measurable result, and there must be some exclusive copy points which will enable the advertiser to isolate the effectiveness of radio from his advertising in other media.

In announcing the new service, Mr. Culligan said: "Most of the recent network radio purchases by knowledgeable, deliberate advertisers and agencies resulted from their own sales effectiveness research on test radio campaigns.

"Extraordinary sales results were proved despite disappointing ratings, leading to the belief that present radio audience ratings are virtually meaningless as an indication of radio's true selling

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2 - 'See For Yourself Research Plan'

power. We are willing to put network radio to the test of sales effectiveness research at our own expense."

H.M. Beville Jr., NBC Vice President in charge of Research and Planning, explained that the sales effectiveness research will employ a number of different methods.

"To make these studies as effective and revealing as possible, the research techniques will be tailored to meet the specific needs of the individual advertiser," Mr. Beville said.
"Typical methods which might be used will include such techniques as store audits, test market comparisons, consumer panel studies, and before-and-after surveys of brand awareness and acceptance. The specific technique to be used in each instance will be worked out in conjunction with the research director of the advertiser and his agency."

Details of the "See for Yourself Research Plan" will be submitted in writing to the Research Directors of all advertising agencies. NBC will pay all costs up to \$10,000 provided the advertiser meets the above-mentioned criteria.

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NBC-New York, 5/17/57

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MARLIN PERKINS WILL MARK START OF NINTH YEAR
OF TV 'ZOO PARADE' WITH VISIT TO BRONX ZOO

Marlin Perkins, director of Chicago's Lincoln
Park Zoo, will start his ninth year of ZOO PARADE telecasts
on NBC with a visit to New York City's Bronx Zoo, Sunday,
May 26 (3:30 p.m., EDT). In company with Dr. John Tee-Van,
director of the Bronx Zoo, Perkins will take viewers on a
tour of the children's zoo and the pachyderm house there.
In the children's zoo, youngsters will be seen riding baby
llamas, elephants, ponies and camels and looking at their
own special animal displays. In the pachyderm house the
program will visit elephants, rhinocerous, hippopotamus,
and peccaries.

"Zoo Parade" started on WNBQ, Chicago, on May 22, 1949, and has been telecast over the NBC-TV network since May 28, 1950. Don Meier is producer, Paul Robinson director, and Tom Arend associate producer.

PROGRAM CHANGE

The following performers will be stars of the <u>Saturday</u>,

June 1 NBC-TV program FIVE STARS FOR SPRINGTIME (9-10 p.m., EDT):

Patti Page, Nat "King" Cole, Andy Williams, June Valli, Ricky Nelson,

Bud Collyer and special guest Gordon MacRae. Peggy Lee, originally

announced as a cast member, will not appear.

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May 20, 1957

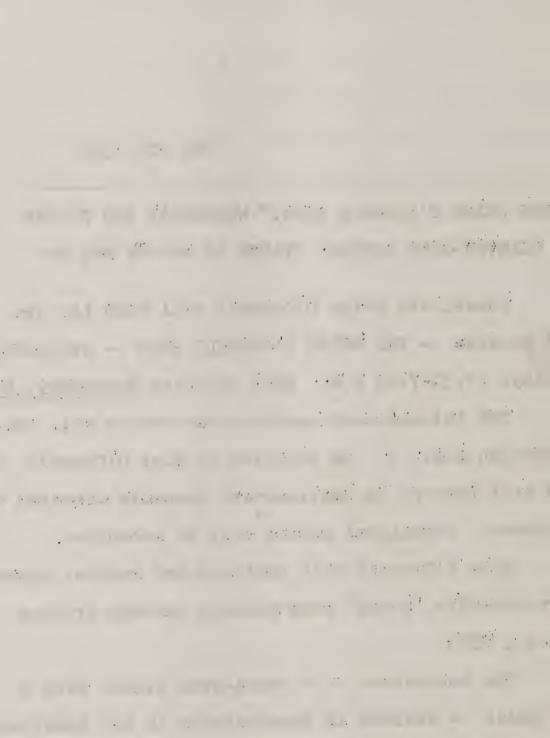
"THE HELEN O'CONNELL SHOW," WEDNESDAY AND FRIDAY QUARTER-HOUR SERIES, STARTS ON NBC-TV MAY 29

Songstress Helen O'Connell will head her own musical program -- THE HELEN O'CONNELL SHOW -- Wednesdays and Fridays (7:30-7:45 p.m., EDT) starting Wednesday, May 29.

The twice-a-week quarter-hour series will continue through Sept. 6. In addition to Miss O'Connell, the program will feature an instrumental ensemble directed by Marion Evans. Occasional guests will be scheduled.

Miss O'Connell will continue her regular appearances on NBC-TV's "Today" show Mondays through Fridays (7-10 a.m., EDT).

The songstress -- a hazel-eyed blonde with a dimpled smile -- started in showbusiness in her hometown of Lima, Ohio, as a dancer. After several stints singing with small bands, she joined Jimmy Dorsey and earned national fame. She has made many hit records and appeared in motion pictures.





May 20, 1957

NBC WINS 4 OUT OF 7 TV AWARDS AND 3 OUT OF 7 RADIO HONORS
ANNOUNCED BY GENERAL FEDERATION OF WOMEN'S CLUBS

Television programs of the National Broadcasting Company won top place in four of seven categories in the annual awards of the General Federation of Women's Clubs. The programs were:

News -- Chet Huntley and David Brinkley (NBC NEWS)

Entertainment -- FATHER KNOWS BEST

Education -- WIDE WIDE WORLD

Youth Participation -- YOUTH WANTS TO KNOW.

NBC was also first among the networks in GFWC radio awards, with three out of seven winners. They were:

Education -- MONITOR

Spiritual Value -- NATIONAL RADIO PULPIT (Dr. Ralph Sockman)
Serial -- ONE MAN'S FAMILY.

The awards were announced by Mrs. Samuel McCartney, Chairman of the Federation's Communications Department. They will be presented at the annual GFWC convention in Asheville, N.C., on June 7.

The Federation represents women's clubs with membership totalling 15,000,000.

NBC-New York, 5/20/57

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FIVE FILMED PROGRAMS OF 'LORETTA YOUNG SHOW' WILL BE REPEATED ON SUNDAY NIGHTS IN JUNE

A selected group of filmed programs of the LORETTA YOUNG SHOW presented during previous years, will be repeated on five consecutive Sundays, June 2 through June 30 (NBC-TV, 10 p.m., EDT).

On July 7 the "Loretta Young Show," will be replaced in the Sunday night time period during the Summer by "The Web," a new filmed mystery series. Loretta Young will return with new filmed stories Sunday, Oct. 6.

The first "Loretta Young Show" Sunday night repeat telecast (June 2) will be "Son, This Is Your Father," story of a young boy faced with divided loyalty to his mother (Miss Young), who sacrificed to care for him, and to his father (Alan Hale, Jr.), who deserted them both. The boy will be portrayed by three different actors -- at 16 by Norman Oldstead, at 10 by Stuffy Singer and at seven by Earl Roby.

The schedule of the remainder of the repeat showings follows: June 9 -- "The Question." The answer to one simple question changes the life of a feminine psychologist.

June 16 -- "The Girl Who Knew." Story of a young woman who tells time without a watch until she meets a young man with time on his hands. June 23 -- "Double Partners." The deaf wife and partner of an attorney finds her handicap advantageous in solving a murder mystery. June 30 -- "You're Driving Me Crazy." A minor automobile accident starts a chain of nightmarish events for a young couple.

and the second to the second t HELEN HALL (OF "NIGHTLINE," "MONITOR") IS N.Y. PRESIDENT OF AWRT;
OTHER POSTS GO TO NBC'S MIRIAM HOFFMEIR AND MARY ALCOMBRACK

Helen Hall, roving reporter for NBC Radio's NIGHTLINE and MONITOR, was elected president of the New York City Chapter of the American Women in Radio and Television at the organization's recent annual meeting.

Also elected as officers of the AWRT's New York Chapter were Miriam Hoffmeir, manager of Program Analysis for NBC, who was elected first vice president, and Mary Alcombrack, special services representative for NBC-TV Sales Service, who was elected recording secretary. All three will serve for one year.

Miss Hall, in addition to serving as president of the New York Chapter, has been selected as one of the four members of the national AWRT to make a goodwill mission to Venezuela in June.

PREMIERE DATE CHANGE

'GEORGE SANDERS MYSTERY THEATRE' TO START JUNE 22

The new GEORGE SANDERS MYSTERY THEATRE will start Saturday, June 22 (NBC-TV, 9 p.m., EDT) instead of June 29 as previously announced. The half-hour filmed series, which will be seen every Saturday night, will offer dramas based on stories by leading mystery writers. Sanders will be host on the program and also will perform in several of the teleplays.

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SHAKESPEARE WOULDN'T MAKE THE GRADE AS A TV COMEDY WRITER,

GROUCHO MARX STATES IN SATURDAY EVENING POST INTERVIEW

Groucho Marx doesn't think much of Shakespeare as a comedy writer, according to an interview feature by Pete Martin in the May 25 edition of the Saturday Evening Post.

"That guy should have left his clowns at home," said the quizmaster of NBC's YOU BET YOUR LIFE (NBC-TV, Thursdays, 8-8:30 p.m., EDT; NBC Radio Saturdays, 12:30-1 p.m., EDT). "He couldn't get a job as a comedy writer for a television show today. He'd starve.

"The best thing they can do with his plays is use them as an obstacle course for school kids."

As for his own sharp-tongued wit, Groucho observed:
"I'll bet you've never thought about me this way, but I'm
probably the only man in America who can offend nobody. I've
been insulting so many people on my show for so many years
that nobody thinks I mean it anymore."

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FAMILY OF RANDALL JESSEE--WDAF, WDAF-TV (KANSAS CITY) NEWS HEAD AND SPECIAL NBC CORRESPONDENT--HONORED AS AN 'ALL-AMERICAN FAMILY'

The family of Randall Jessee, news director for Kansas City stations WDAF and WDAF-TV and special correspondent for the NBC News Department, has been selected "All-American Missouri Family" by a national board composed of editors of the Book of Knowledge and the Boys! Clubs of America.

The family, consisting of Jessee, his wife and three children, was selected on the basis of each member's answers to a scientifically prepared questionnaire.

The Jessees will join families representing other states in Miami Beach at the end of this month -- at which time the "All-American Family" will be chosen.

Jessee was a key figure during NBC News! coverage of last Summer's political conventions and the ensuing elections.

ADMIRAL LEWIS L. STRAUSS, CHAIRMAN OF ATOMIC ENERGY COMMISSION, WILL 'MEET THE PRESS'

Admiral Lewis L. Strauss, chairman of the Atomic Energy Commission and an authoritative figure in the current debate over the dangers of nuclear fallout, will be the guest on MEET THE PRESS Sunday, May 26 (NBC-TV, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:35-7 p.m., EDT). He will be interviewed by James P. Shepley of Time magazine, James Reston of the New York Times, Martin Agronsky of NBC, and Lawrence E. Spivak, producer and permanent panel member of "Meet the Press." Ned Brooks will moderate the program, which will originate in Washington, D.C.

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May 21, 1957

NBC-TV RATES ARE BEING RECLASSIFIED FOR EARLY MORNING WEEKDAY PERIODS AND CERTAIN SUNDAY AFTERNOON PERIODS

The reclassification of rates for early morning weekday periods and certain Sunday afternoon periods on NBC-TV is being effected by amendments to contracts sent to the network's affiliated stations, it was announced today by Harry Bannister, Vice President, Station Relations, for the National Broadcasting Company.

The change in rate classification, effective June 1, is as follows:

	New	<u>01d</u>
Mondays-Fridays, 7-9 a.m., local time	Class D	Class C
Sundays, 1-2 p.m. local time	Class C	Class B
Sundays, 5-6 p.m. local time	Class B	Class A

Mr. Bannister said that as a result of these changes, Class A rates will apply to all 6-ll p.m. local time periods, with Class B (75 per cent) rates applying to the following time periods: Mondays-Fridays, 5:30-6 p.m. local time; Saturdays, 5-6 p.m., local time, and Sundays, 2-6 p.m. local time.

The new Class D rates, which will be based on 40 per cent of Class A rates, will apply to the Monday-through-Friday, 7-9 a.m. local time periods. Class C (50 per cent) rates, Mr. Bannister concluded will apply to all other time periods than those listed for A,B and D rates.

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May 21, 1957

PABST BREWING CO. BUYS 13-WEEK IMAGERY TRANSFER CAMPAIGN ON 'MONITOR' AND 'NIGHTLINE'

The Pabst Brewing Company, in what is believed to be the largest advertising saturation campaign for a beer company on network radio in five years, has purchased a 13-week Imagery-Transfer campaign on NBC Radio's NIGHTLINE and MONITOR, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

The campaign represents a total investment of a quarter-million dollars and calls for 30-second and one-minute participations starting June 4. The order was placed through the Leo Burnett Company, Inc.

"Nightline," a new evening series featuring music, news and variety, with Walter O'Keefe as host, is presented every Tuesday, Wednesday and Thursday from 8:30-10 p.m., NYT. "Monitor," the weekend radio service, is presented Friday evenings (8-10 p.m., NYT) and Saturday (8 a.m.-12 midnight, EDT) and Sunday (10:30 a.m.-12 midnight, EDT).

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'BRIDE AND GROOM' SERIES TO TRAVEL TO VARIOUS PARTS OF U.S.;
ABOUT 1 OUT OF 5 SHOWS TO ORIGINATE OUTSIDE OF NEW YORK

NBC on Monday, July 1, plans to travel to locations throughout the nation to televise wedding ceremonies of unusual interest, NBC producer Roger Gimbel announced today.

Mr. Gimbel said the remote pickups will be made about an average of once a week.

"What we want to do is realize some couples' dreams -whether it is for an outdoor wedding in a beautiful garden, a wedding
in a particular church of their choice, or any other wedding situation close to their hearts," Mr. Gimbel explained.

On other days during the week, "Bride and Groom" will televise an actual wedding ceremony live from its chapel at NBC, New York. The half-hour show, from Monday through Friday at 2:30 p.m., EDT, will feature the wedding ceremony, reception and presentation of gifts including a honeymoon trip to the couple, and visits from "surprise guests."

During its 10-year history as a radio and television show, "Bride and Groom" has married more than 2,500 couples in religious ceremonies of various denominations.

The show was last seen on the NBC-TV network Aug. 27, 1954.

NBG BADIO METWORK MEWS

May 21, 1957

TRIPS TO WORLD GLAMOR SPOTS AND OTHER PRIZES AWAIT WINNERS
OF NBC RADIO'S "MOST BEAUTIFUL VOICE IN AMERICA" CONTEST

An adventure on the mysterious Far East island of Macau; a search for diamonds in the famous Kimberley Mine in South Africa; the intrigue of the international city of Hong Kong; the sheer beauty and romance of Japan; and the thrill of an African hunting expedition are awaiting the top winners in the NBC Radio Network's "Most Beautiful Voice In America" contest now being conducted by 154 affiliated stations.

An 18-day Magicruise to the Far East, via Japan Air Lines, and a 62-day safari to Africa on a Farrell Steamship Company Flagship, head the list of top awards in this NBC Radio national search for the most beautiful speaking voice.

During the Far East Magicruise, the winner and companion, will fly directly to Tokyo, Japan, for a tour of the imposing sights in this Orient capital. The moat-surrounded Imperial Palace, the Diet Building -- headquarters for United Nation Far East activity -- temples, shrines and museums are on the agenda of places to be visited. The impressive Mount Fuji will be seen on a trip to Kyoto; then a tour of the famous shrines at Nikko, Japan. A flight to Hong

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2 - 'Most Beautiful Voice in America'

Kong, Macau, Bangkok and back to Tokyo completes the fabulous tour of the Far East. The trip back to the States will be highlighted by a stop in Honolulu, Hawaii.

The 62-day African safari includes many of the most colorful sights of the continent. A luxurious boat trip across the equator
makes its initial stop at the island home of Napoleon's last exile -St. Helena. Then to Capetown at the southern-most point of Africa.
By motor car, the winner (and traveling companion) will visit the
scenic Zwartberg Mountains, the Plateau of the Great Karroo, the
Victoria Falls -- discovered by Dr. Livingstone in 1855 -- Johannesburg and the Kimberley Mine.

In addition to the trip of his or her choice, the winner will receive an NBC talent contract, a 1957 Nash Ambassador sedan, a Polaroid camera. Second place winner will receive a Winter Colonial grand piano, a Polaroid camera and choice of trips which include, in addition to the Far East Magicruise and the 62-day African safari, a "Dream Vacation for Two" to the capital cities of Europe, 12-day cruise of the Caribbean, and a seven-day trip to Hawaii. The third, fourth and fifth place winners will receive Polaroid cameras and choice of remaining vacation trips.

The winners in the "Most Beautiful Voice in America" contest will be announced on NBC Radio's "Monitor," Sunday, June 16.

Local contest entries will be heard on "Monitor" the weekends of May 24 and May 31. Local winners will be broadcast the weekends of June 7 and June 14.

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PINKY LEE JOINS 'THE GUMBY SHOW' ON NBC-TV SATURDAY, JUNE 8

Pinky Lee joins THE GUMBY SHOW as host on <u>Saturday</u>, <u>June 8</u> (NBC-TV, 10:30 a.m., EDT).

Pinky will bring his singing, dancing and fun to the show, operating from a fantasy pixieland which he calls his "Fun Forest."

"Gumby," the plastic clay figure, will continue to be seen in the stop-motion animation films on the program. Art Clokey is the creator of "Gumby," while E. Roger Muir produces the show.

The Sweets Co. of America is the sponsor of "The Gumby Show" through its agency, Henry Eisen Advertising, Inc.

KNBC'S MARJORIE KING FEATURED IN JUNE "GOOD HOUSEKEEPING"

Marjorie King, director of women's programs for KNBC, the NBC Owned radio station in San Francisco, is featured in the "May We Present" section of Good Housekeeping magazine's June issue. Miss King originated "Careers Unlimited for Women," a non-profit employment service for women over 40, which has found jobs for them at the rate of 50 to 70 per month since it was established in 1952. The organization operates without charge to either employee or employer.

Miss King, mother of five children, six to 16 years old, is the wife of Dr. F.A. Winblad. She is now organizing projects aimed at reducing juvenile delinquency, including a San Francisco Teen-Age Academy of Professional Arts with teen-age orchestra, chorus and theatre. She has also helped to organize the Youth Humanities Foundation for the establishment of a hospital school for emotionally disturbed boys.

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May 22, 1957

"THE JULIUS LA ROSA SHOW," MUSICAL-VARIETY COLORCAST SERIES,
TO TAKE PERRY COMO'S NBC SATURDAY TIME-SPOT FOR SUMMER

Julius La Rosa will star in a new 13-week NBC-TV Saturday night musical-variety series June 15 through Sept. 7 (8-9 p.m., EDT, in color and black and white). THE JULIUS LA ROSA SHOW will be the Summer replacement for "The Perry Como Show," which ends its current run June 8 and returns Sept. 14 for the 1957-58 season.

The Summer series will spotlight La Rosa in song selections and will feature guest stars who will perform their particular specialities and engage in light comedy with their host. Dancers and a singing group will round out the regular cast of the full-hour colorcasts.

La Rosa, who headed his own show in the 8-9 p.m., EDT, Saturday time period last year during four weeks of Como's vacation, is one of the most successful "graduates" of the Arthur Godfrey "family." The 27-year-old baritone was serving in the Navy when he was discovered as a singer by Godfrey, who hired the young unknown on his discharge in

(more)

1951. After his much publicized "separation" from that show in 1953, La Rosa went on his own to become one of the most popular singers in the TV, radio, nightclub and recording fields.

"The Julius La Rosa Show" will originate in NBC-TV's Ziegfeld Theatre in New York. It will be produced by Henry Howard, who is associate producer of "The Perry Como Show." Others from the Como series, who will hold similar posts on the La Rosa programs, are Grey Lockwood as director, Louis DaPron as choreographer and Mitchell Ayres as music director. Scripts will be written by Mort Green and George Foster.

The programs will be sponsored -- one-third each on alternate weeks -- by the Kimberly-Clark Corp., for its Kleenex and other products, through Foote, Cone and Belding; the Radio Corporation of America and the Whirlpool Corp., through Kenyon and Eckhardt, Inc.; the Sunbeam Corp., through the Perrin-Paus Co.; the Noxzema Chemical Company through Sullivan, Stauffer, Colwell and Bayles, Inc.; the Sperry and Hutchinson Co. for its S & H Green Stamps, also through Sullivan, Stauffer, Colwell and Bayles, Inc., and the Gold Seal Company through the North Advertising Agency, Inc.

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POULENC'S OPERA, "DIALOGUES OF THE CARMELITES," TO BE PRESENTED

ON TV FOR FIRST TIME BY NBC OPERA COMPANY

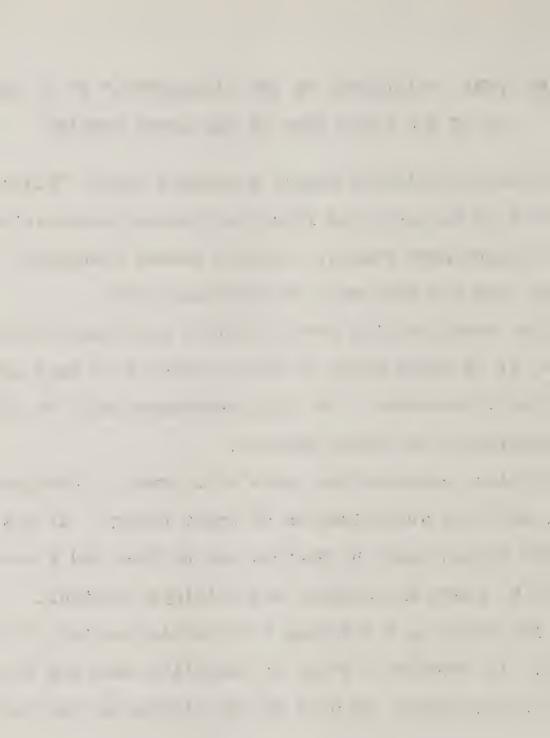
Francis Poulenc's highly acclaimed opera, "Dialogues of the Carmelites" will be given its first television presentation by the NBC Opera Company next season, producer Samuel Chotzinoff announced today. The cast and date will be announced later.

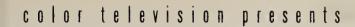
The opera had its world premiere performance Jan. 26, 1957 in Italian, at La Scala Opera in Milan, where both text and music were enthusiastically received. The NBC performance will be offered in an English translation by Joseph Machlis.

Poulenc composed his opera to a drama by Georges Bernanos, in French, with the authorization of Emmet Lavery. It was based upon the original German novel by Gertrud von Le Fort and a screen scenario by R. Padre Bruckberger and Philippe Agostini.

The story is set during the starting period of the French Revolution. It concerns a group of Carmelite nuns and their personal struggles of conscience, as well as the closing of the convent and their subsequent execution. Actually, history records the execution of 16 Carmelite nuns at the time.

Peter Herman Adler, music and artistic director of the NBC Opera Company, will conduct the work and Kirk Browning will direct. This presentation will be part of the ninth successive season of the NBC Opera Company. The remaining operas of the 1957-58 season will be announced soon.









PRODUCERS' SHOWCASE

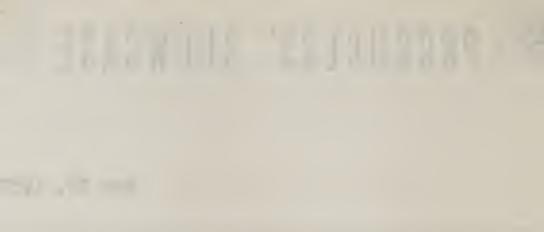
May 22, 1957

YOUNG PRESS PARTIES GO TO A PRESTO PARTY

Children of New York newspapermen and magazine writers were guests yesterday (May 21) at a preview of "Festival of Magic," PRODUCERS: SHOWCASE colorcast for Monday, May 27 (NBC-TV, 8-9:30 p.m., EDT).

"Festival of Magic" stars performing at the party were Milbourne Christopher, Sorcar, Harbin, June Merlin and Cardini. Their young guests swarmed around trying to figure out the card tricks, the papers (torn and miraculously put together again), the bits of rope (cut by them, which were reunited at a wave of the magician's wand). Many of the children participated as "assistants."

The party, given in the grand ballroom of the Man-hattan Towers Hotel where the telecast is being rehearsed, included souvenirs of programs, Twisties balloons and other memorabilia, as well as traditional refreshments, complete to a Good Humor ice-cream vendor's cart.



CAST AND CREDITS FOR "FESTIVAL OF MAGIC" COLORCAST

ON "PRODUCERS! SHOWCASE" MONDAY, MAY 27

(NBC, 8 TO 9:30 P.M., EDT)

Host.....ERNIE KOVACS

STARS

MILBOURNE CHRISTOPHER

SORCAR

HARBIN

LI KING SI

CARDINI

RENE SEPTEMBRE

JUNE MERLIN

CREDITS

Executive Producer......MORT ABRAHAMS

Associate Producer.....LEO DAVIS

Director.......CHARLES DUBIN

Associate Director.....DEAN WHITMORE

Production Supervisor....SHELLEY HULL

Music Director......GEORGE BASSMAN

Set Designer......OTIS RIGGS

Costume Supervisor.....ROBERT FLETCHER

Unit Manager.......WARREN BURMEISTER

Production Assistant....EDITH HAMLIN

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ON "FELTILOGE" HOWCASE" HOURS, W.E 27

(436, 2 to 1:30 P.M., CAP)

ED/VO: JEMIN JE

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MILBOURNE CHARLESTOFILE

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ATHERN MEET

CREDITS (CONT'D)

Sponsors and Agencies......RADIO CORPORATION OF AMERIC

THE WHIRLPOOL CORP., (both through Kenyon and Eckhard Inc.) and THE JOHN HANCOCK MUTUAL LIFE INSURANCE CO. (through McCann-Erickson, Inc.)

NBC-New York, 5/22/57

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Livery page to

'RCA VICTOR GALAXY OF STARS' TO BE COLORCAST

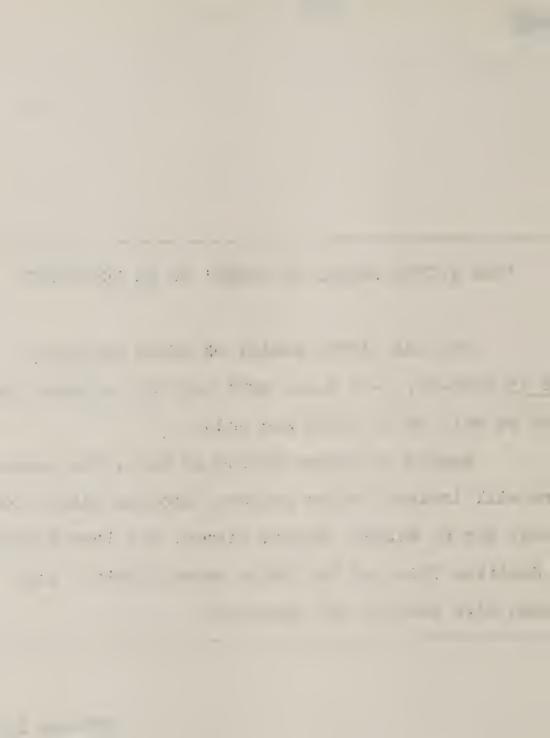
The RCA VICTOR GALAXY OF STARS Saturday,

June 15 (NBC-TV, 9-10 p.m., EDT) will be telecast in

color as well as in black and white.

Headed by Vaughn Monroe as host, the roster of stars will include Julius La Rosa, Georgia Gibbs, Tony Martin, Jay P. Morgan, Martha Carson, the Lane Brothers, the Hamilton Trio and the Eddie Heywood Trio. Joe Reisman will conduct the orchestra.

NBC-New York, 5/22/57



DINAH SHORE IS CHOSEN "FATHER'S TV FAVORITE"

Charles and Mark Van Doren Named 'Father and Son Team of Year'

FOR RELEASE THURSDAY, P.M. MAY 23

The National Father's Day Committee today cited NBC-TV star Dinah Shore as "Father's TV Favorite," and "Twenty-One" quiz expert Charles Van Doren and his father, Pulitzer Prize winner Mark Van Doren, as the "Father and Son Team of the Year."

The award presentations were made by Alvin Austin, executive director of the National Father's Day Committee, at the annual Father of the Year luncheon at the Waldorf-Astoria Hotel today (May 23). Miss Shore was unable to attend the luncheon, but will receive the award on one of her upcoming NBC-TV shows. A special citation praised "her heartwarming dedication to her art of delighting millions through the TV medium." She stars on the weekly "Dinah Shore Show" and the monthly "Chevy Show" on NBC-TV.

The Van Dorens were cited "because their joint professional activities in education are an outstanding example of American family teamwork." Mark Van Doren, professor of English at Columbia University for 36 years, is one of the nation's most distinguished men of letters. Charles Van Doren, an English instructor at Columbia, attracted national attention earlier this year when he won \$129,000 on NBC-TV's "Twenty-One" quiz. He recently became an educational and public affairs consultant to NBC.

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"NO DIE GWI" BATT STEEL DE MONTON the second of th or the Market party daily the leading of the and the second of the second o

nder der versteren der ver Der versteren der verstere NBC-TV star Steve Allen will be master of ceremonies when the American Booksellers Convention holds its 57th anniversary banque at Chicago's Sherman Hotel Wednesday, May 29. The banquet will climate

STEVE ALLEN TO BE EMCEE AT BOOKSELLERS' BANQUET

a three-day convention in which authors and book publishers will

participate.

Allen, who was nominated for the Pulitzer Prize for his book of poems, "Wry on the Rocks," has had four books published durin his career as a TV star and author. In addition to "Wry on the Rocks," his latest, they are "Bop Fables," "The Funnymen" and "Fourteen for Tonight."

THE HONEY DREAMERS VOCAL GROUP AND DANCER LOU WILLS JR.

ADDED TO CAST OF 'FIVE STARS FOR SPRINGTIME'

The Honey Dreamers vocal group and young dancer Lou Wills Jr., have been added to the cast of NBC-TV's <u>Saturday</u>, June 1 program FIVE STARS FOR SPRINGTIME (9 p.m., EDT).

Producer-director Joe Cates has announced that Harry
Sosnik will be the music conductor of the full-hour variety show
which will star Patti Page, Nat "King" Cole, Andy Williams, June
Valli, Ricky Nelson, Bud Collyer and special guest Gordon MacRae.
Collyer will serve as host of the show, which will originate in New
York, except for one cut-in from the Chez Paree nightclub in Chicago
where Nat "King" Cole will perform.

"Five Stars For Springtime" will be written by Carroll Carroll. Ervin Drake will be the associate producer.

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May 23, 1957

GENERAL MOTORS TO SPONSOR NBC'S "WIDE WIDE WORLD" SUNDAY AFTERNOON TELECASTS IN 1957-58 SEASON

Dave Garroway Is Host; Charles Van Doren May Be On Some Programs

The General Motors Corporation will sponsor NBC-TV's 90-minute Sunday afternoon WIDE WIDE WORLD series, starring Dave Garroway as host, during the 1957-58 television season, it was announced today. The announcement was made jointly by Harlow H. Curtice, President of General Motors, and Robert W. Sarnoff, President of the National Broadcasting Company.

Plans are underway for Charles Van Doren, nationally known young educator and quiz-winner, to appear on several programs originating from major American historic locations.

The series will consist of 20 hour-and-a-half programs, to be telecast every other Sunday afternoon, 4-5:30 p.m., NYT, beginning Sept. 15.

"I am proud to announce our association for a third season with one of television's most distinguished series," Mr. Curtice said.

"We feel that 'Wide Wide World' has contributed much to a broader understanding of our nation's enterprising peoples in all of their varied activities. We think it will contribute more in the year ahead."

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Mr. Sarnoff said, "We are delighted to renew with General Motors a series which has pioneered in opening up network television's Sunday afternoon time periods every other week to some 25 to 30 million viewers -- a virtually untapped audience before 'Wide Wide World' began."

Barry Wood, NBC's Director of Special Events, will again be the program's executive producer. The series, an NBC Public Affairs production, will be under the supervision of Davidson Taylor, Vice President, Public Affairs, for the National Broadcasting Company.

The latest Nielsen rating report shows that "Wide Wide World" reaches more homes than any other week-end daytime program on network television. A recent study also showed that the series reaches 43 per cent more viewers than the average evening program.

This past year alone, the series has scored numerous major television journalism "firsts" including the first live telecasts of: an aircraft carrier dispatching her squadrons; what an Army parachutist sees on the way down; Naval frogmen underwater operations employing the new Navy underwater TV camera; the first attempt to receive and transmit the first live TV picture from London, England; and breaking through the sound barrier.

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3 - 'Wide Wide World'

Two remaining programs are on this year's schedule -- "The American Indian -- Between Two Worlds" on May 26 and "Summertime" on June 9. During the 1956-57 season, "Wide Wide World" has presented such highly acclaimed programs as "Song of America," "The Hollywood Story," "The American Dream," "So Goes the Nation," "The Florida Story," "A Visit With Three Faiths," "The American Campus," "The Joyous Time," "A Woman's Story," "America's Riches," "The Texas Story," "The Creative Spirit," "A Man's Story," "Flight," "Springtime, U.S.A.," "American Waters," "California, Land of Promise" and "The Armed Forces."

MacManus, John and Adams, Inc. is the advertising agency that will represent General Motors in connection with this program.

NBC-New York, 5/23/57

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'THIS IS YOUR LIFE' TO REPEAT SELECTED PROGRAMS DURING SUMMER

Ralph Edwards will present the season's last live program of THIS IS YOUR LIFE Wednesday, June 19 (NBC-TV, 10 p.m., EDT). From June 26 through Sept 18, "This Is Your Life" will offer a series of repeats of selected outstanding programs of the past season, as well as of previous seasons. The subject of each program will be announced in advance so that viewers who missed the programs when they were first presented, or who would like to see them again, may know whose life stories will be re-created.

Live telecasts of "This Is Your Life" will resume on Sept. 25.

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CHESEBROUGH-PONDS INC. TO BE ALTERNATE SPONSOR OF 'THE BOB CUMMINGS SHOW' ON NBC-TV

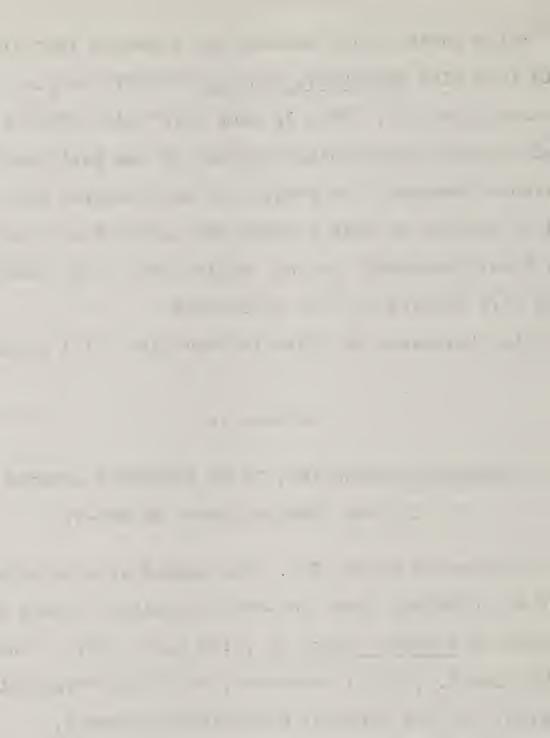
Chesebrough-Ponds, Inc., has signed as alternate-week sponsor of THE BOB CUMMINGS SHOW, top-rated situation comedy series which starts on NBC-TV Tuesday, Sept. 24 (9:30 p.m., EDT), it was announced today by William R. (Billy) Goodheart, Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Chesebrough-Ponds joins the R.J. Reynolds Tobacco Company, previously announced as a sponsor of the series, in presenting the show on alternate weeks, beginning with the Oct. 1 program.

McCann-Erickson, Inc., is the advertising agency representing Chesebrough-Ponds.

"The Bob Cummings Show" stars Cummings as a commercial photographer whose roving eye for photogenic models results in hilarious entanglements.

NBC-New York, 5/23/57



May 23, 1957

CHAMPION HANK BLOOMGARDEN AND CHALLENGER JIM SNODGRASS TO BE REMATCHED ON NBC-TV'S "TWENTY-ONE" MONDAY, JUNE 3

Champion Hank Bloomgarden and challenger Jim Snodgrass will be rematched on NBC-TV's TWENTY-ONE program Monday, June 3 (9 to 9:30 p.m., EDT).

The "Battle of the Bones" decision was announced yesterday by Barry and Enright Productions, producers of "Twenty-One," and NBC. It followed a statement by Encyclopedia Britannica authorities admitting that there was an inconsistency in the quiz answers approved by them on a biology question on the Monday, May 20 show. Answers to all "Twenty-One" questions are approved by the Encyclopedia Britannica before every program.

Because of the complicated situation, details of the June 3 rematch must still be worked out. Numerous suggestions have been received, and the fairest solution to both contestants is being sought, according to the producers.

The controversy developed when both contestants, attempting ll-point questions, were asked to name the five groups of bones in the spinal column. Snodgrass gave sacrum as his first answer and this was ruled incorrect. Bloomgarden listed cervical, thoracic, lumbar, sacral and coccyx, and was acclaimed as the winner of \$126,000 by emcee Jack Barry.

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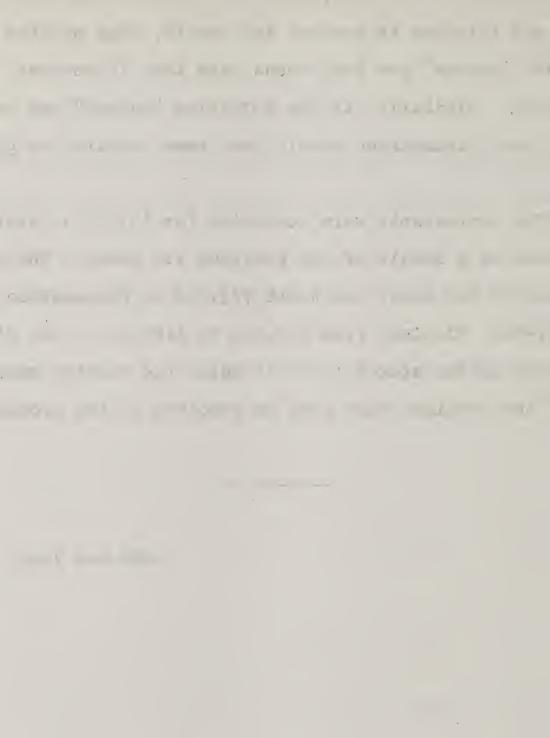
2 - 'Twenty-One'

Hundreds of viewers, most of them doctors, contacted NBC by telephone and telegram to protest the result. They pointed out that "coccyx" and "sacrum" are both nouns, and that if one was correct the other was too. Similarly, if the adjective "sacral" was required of Snodgrass, then Bloomgarden should have been required to give "coccygeal."

The contestants were competing for \$3,500 a point in the disputed game as a result of six previous tie games. The 21-0 victory, as announced on the show, was worth \$73,500 to Bloomgarden and jumped his "Twenty-One" winnings from \$52,500 to \$126,000. The disposition of this money and the stakes level at which the rematch game will begin are two of the problems that must be resolved by the producers.

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NBC-New York, 5/23/57



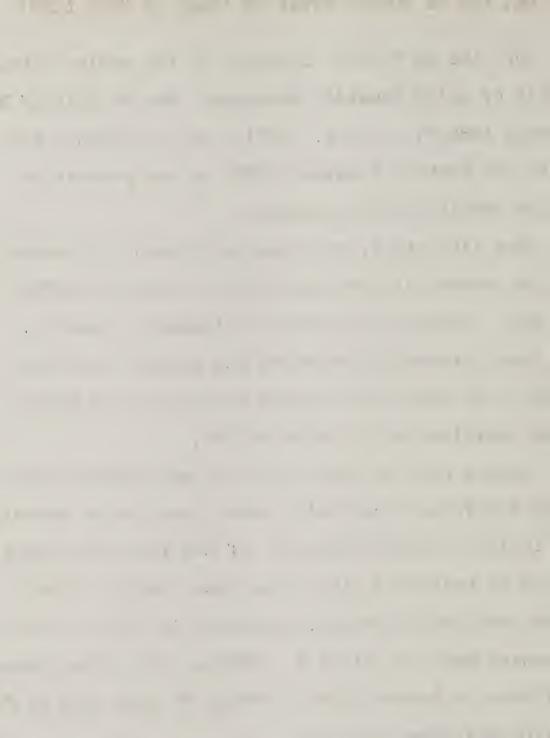
DR. LEE DE FOREST STORY ON 'THIS IS YOUR LIFE'

Dr. Lee De Forest, inventor of the audion tube, was the subject of Ralph Edwards' Wednesday, May 22 THIS IS YOUR LIFE program (NBC-TV, 10 p.m., EDT). Dr. De Forest, was brought to the Burbank studios of NBC on the pretext of attending a special events program.

The life story, which was recreated by Edwards, followed the scientist from his birth in Council Bluffs, Iowa, 83 years ago, through his years of scientific research. He attended Yale University, where he was granted his Ph.D. and at the age of 25 began his efforts to develop the audion tube -- a major contribution to radio and TV.

Taking part in the life story were Madame Eugenia Farrar, of New York, first voice heard over the De Forest wireless in 1907; Elmer Pickerell, of New York, who was with De Forest when he prefected his audion tube; Harry E. "Pop" Athearn, of Florida, who used De Forest equipment in 1904 to cover the Russo-Japanese war; Dr. Allen B. DuMont, (in a live pickup from New York) whom De Forest aided in early TV days, and De Forest's sister, wife and three daughters.

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May 24, 1957

'OMNIBUS' TO BE SUNDAY AFTERNOON

NBC-TV FEATURE STARTING OCT. 20

FOR RELEASE MONDAY A.M., MAY 27

OMNIBUS will be presented on the NBC Television Network next season Sunday afternoons 4 to 5:30 p.m., NYT, starting Oct. 20, Davidson Taylor, Vice President, Public Affairs, for the National Broadcasting Company, announced today.

"Omnibus" will be broadcast in the same time period which on other Sundays will feature the "Wide Wide World" program. Thirteen "Omnibus" programs will be presented in the Sunday afternoon period and a fourteenth will be presented in another time period.

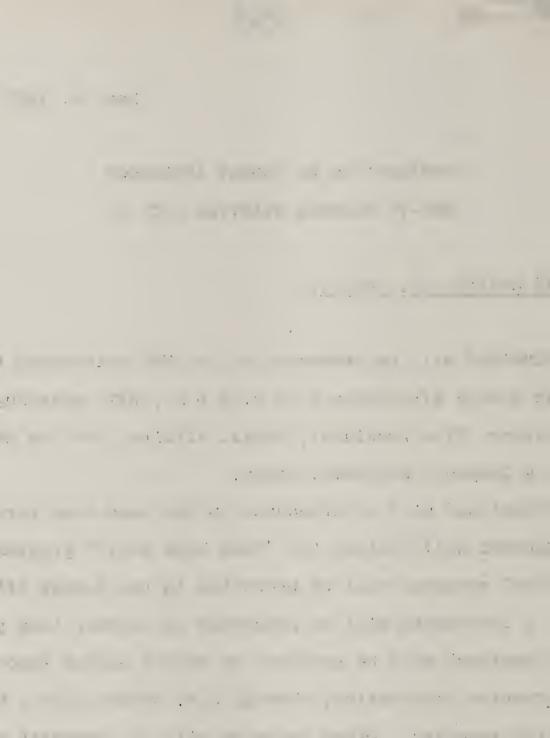
"Omnibus" will be produced by Robert Saudek Associates.

The Union Carbide Corporation, through J.M. Mathes, Inc., has signed as one of the sponsors. Other sponsors will be announced at a later date.

"With 'Omnibus' and with 'Wide Wide World' we will be able to offer viewers 90-minutes of exciting and far-ranging programming every Sunday afternoon," Mr. Taylor said.

Robert Saudek, producer and creator of "Omnibus," said that NBC-TV is "a new home for us, although Sunday afternoons will be

(more)



familiar territory." "Plans for the Fall are well-advanced," he added. "The character of 'Omnibus' will be maintained. As to the shows themselves -- they will again comprise the surprise package of television, with something for almost everyone."

"Omnibus" was created and launched in 1952 by Mr. Saudek, as head of the TV-Radio Workshop of The Ford Foundation. Recently, after five seasons on the air, Mr. Saudek and his associates purchased the program, together with its films and kinescopes, from the Foundation.

Besides Mr. Saudek, other members of the independent producing company are Walter Kerr, drama critic of the New York Herald Tribune, who is drama consultant for the program; Alistair Cooke, who will continue as the program's master of ceremonies; Henry May, art director; Mary Ahern, feature editor; George M. Benson, in charge of business affairs, and Richard H. Thomas, production manager.

In its five years of telecasts, "Omnibus" has received more than 50 major awards, including Peabody, Ohio State, Emmy and Sylvania Awards. Its 128 programs have contained some 400 features, with experiments in virtually every field of programming, including drama, music, dancing, history, contemporary events and sports.

Among the personalities "Omnibus" has brought to television are Susan Strasberg, Mel Ferrer, Leonard Bernstein, Ethel Barrymore, Joseph N. Welch, Michael Redgrave, Agnes de Mille, Helen Hayes, Sal Mineo, Pearl Buck, Frank Lloyd Wright, Captain Jacques-Yves Cousteau, Allan Nevins and the Azuma-Kabuki dancers. CONTRACTOR OF A LEGISTER OF THE WATER and the same of th

3 - 'Omnibus'

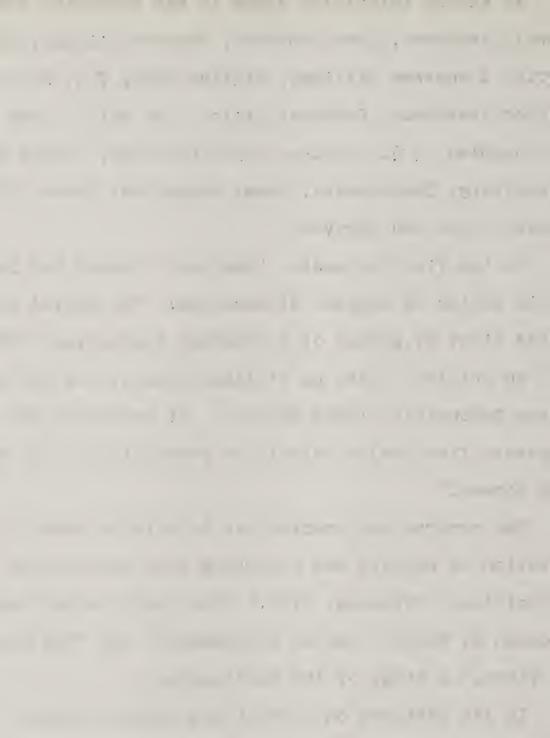
To enrich television drama it has presented the works of Maxwell Anderson, James Thurber, Thornton Wilder, Sir James M. Barrie, Tennessee Williams, William Inge, T.S. Eliot, James Agee, John Steinbeck, Gertrude Stein, E.B. White, Jean Giraudoux, Robert Coughlan, S.J. Perelman, John Latouche, Ludwig Bemelmans, Budd Schulberg, Shakespeare, Shaw, Sophocles, Homer, Chekhov, Hemingway, Wilde and Saroyan.

In the field of music, "Omnibus" created the Leonard Bernstein series of musical discussions; "The Ballad of Baby Doe," the first TV prevue of a Broadway production; "The Mighty Casey," an original opera by William Schuman; and the premiere of George Gershwin's "135th Street." It presented the Metropolitan Opera's first major television productions, "Die Fledermaus" and "La Boheme."

The program has created new television forms for the presentation of history and biography with such series as "The Adams Families," "Treason, 1780," "The Constitution" series with Joseph N. Welch; "Lee at Gettysburg," and "The Birth of Modern Times," a study of the Renaissance.

In its features on current and special events, "Omnibus" has surveyed, among other subjects, the Suez and Hungarian crises; architecture; boxing, with Sugar Ray Robinson; swimming, with Esther Williams; the Metropolitan Museum's Cloisters; the Army's secret radar installation for the East Coast; the Metropolitan Museum of Art and the Columbia University Cyclotron.

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The program has created new television dance forms with Agnes de Mille; commissioned the ballet "The Capital of the World," presented the Ballet Russe de Monte Carlo, the Ballet Theatre Company, the New York City Center Ballet Company, Jose Limon, Jean Leon Destine, Jose Greco, the Yugoslav Dancers, and others.

NBC-New York, 5/24/57

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May 24, 1957

'THE ARLENE FRANCIS SHOW,' HALF-HOUR VARIETY PROGRAM, TO START ON NBC-TV IN MONDAY-THROUGH-FRIDAY TIME SPOT, REPLACING 'HOME'

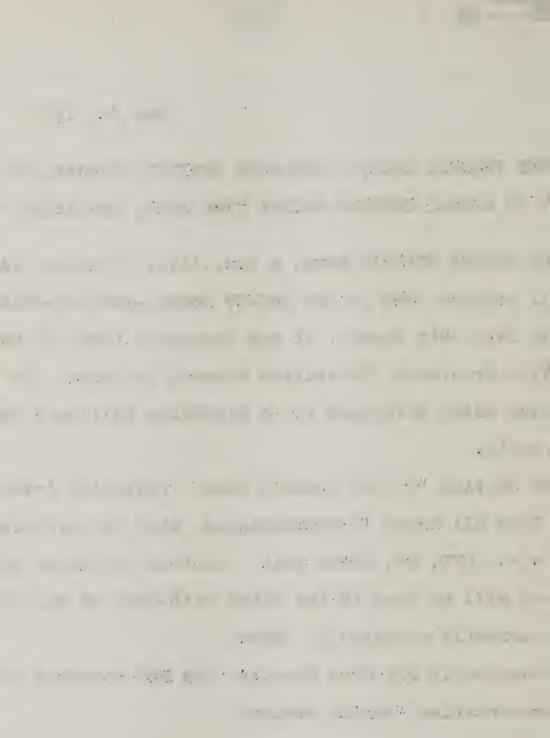
THE ARLENE FRANCIS SHOW, a new, live, 30-minute variety program, will replace HOME on the NBC-TV Monday-through-Friday day-time schedule late this Summer, it was announced today by Manie Sacks, NBC Vice President, Television Network Programs. He said plans were also being developed for a nighttime half-hour show starring Miss Francis.

The daytime "Arlene Francis Show," featuring Arlene and guest stars from all areas of showbusiness, will be seen either at 10 or 10:30 a.m., NYT, Mr. Sacks said. Another 30-minute program yet to be selected will be seen in the other half-hour of the 10-11 a.m. time period currently occupied by "Home."

Arrangements for Miss Francis' new NBC programs were made with her representative, Martin Goodman.

Mr. Sacks said that while "Home" is being dropped from the regular NBC-TV daytime schedule, there are plans to present the program with the many special services it has developed as one-shot features on various Sunday afternoons during the 1957-58 season.

Miss Francis, television's most successful hostess, has expressed enthusiasm over the opportunities the new variety format offers her. She has been editor-in-chief of "Home" since March 1, 1954, when the program had its premiere.



NBC DONATES MORE THAN 450 HOURS OF NEW PROGRAMMING TO ARMED FORCES FOR USE ON 23 TELEVISION STATIONS AT U.S. OUTPOSTS ABROAD

FOR RELEASE MONDAY A.M. MAY 27

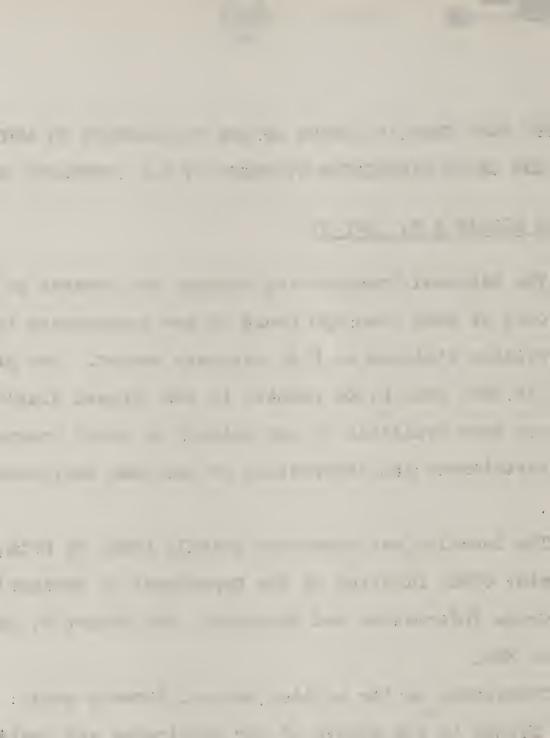
The National Broadcasting Company has donated to the Armed Forces a total of more than 450 hours of new programming for use on the 23 television stations at U.S. outposts abroad. The programming, consisting of more than 6,000 prints, is the largest single block of programs ever made available by any network or other program source for the entertainment and information of American servicemen around the world.

The donation was announced jointly today by Brig. General C. A. Roberts, USMC, Director of the Department of Defense's Office of Armed Forces Information and Education, and Robert W. Sarnoff, President of NBC.

Commenting on the action, General Roberts said: "Television is a vital factor in the morale of our servicemen and their dependents in remote areas of the world. This great block of NBC properties represents a 33 per cent increase in total volume of new program material which we receive from all sources, and it comes at a time when we desperately need this added programming."

Mr. Sarnoff said: "Television, judged by the reports we get from our military leaders, has become an important factor in

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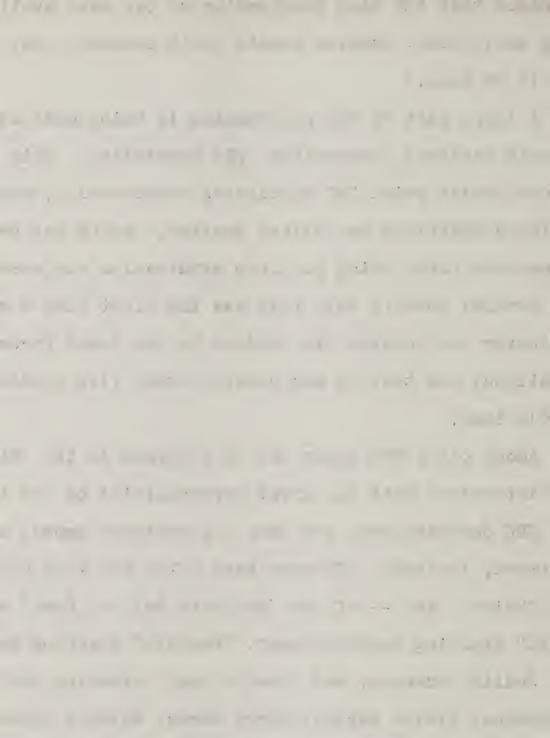
maintaining the well-being of our troops abroad. All of us at NBC are determined that the best programming we can make available will be seen by servicemen, however remote their station, just as they would see it at home."

A large part of the programming is being made available by California National Productions, NBC subsidiary. This includes 11 half-hour series which CNP syndicates commercially, among them such leading attractions as "Silent Service," which has been sold in over 100 markets since being put into syndication six weeks ago.

General Roberts said this was the first time a major TV film syndicator had donated its product to the Armed Forces tele-vision stations, and that he was hopeful other film syndicators would follow NBC's lead.

Among other NEC shows are 19 programs in the "Wisdom" series -- interviews with the great personalities of our times; a number of NBC Spectaculars; and many top audience appeal shows now on the network, including "Groucho Marx - You Bet Your Life," "People's Choice" and -- of the "Hallmark Hall of Fame" series -- "Richard II" starring Maurice Evans, "Macbeth" starring Maurice Evans and Judith Anderson, and "Cradle Song" starring Judith Anderson, Siobhan McKenna, Evelyn Varden, Barry Jones, Anthony Franciosa and Deirdre Owens.

The Armed Forces Radio and Television Service operates 23 low-powered television stations serving military personnel and their dependents in such remote areas as Greenland, Labrador, Okinawa and North Africa.





May 24, 1957

NEW TALENT LINEUP COMPLETE FOR NEXT SEASON'S "YOUR HIT PARADE":

JILL COREY, VIRGINIA GIBSON, TOMMY LEONETTI, ALAN COPELAND ARE

SHOW'S VOCALISTS; DON WALKER SIGNED AS MUSICAL DIRECTOR

With the announcement of Alan Copeland as the fourth new artist for YOUR HIT PARADE next season on NBC, the program's producers have completed the new lineup of stellar talent for the popular song and dance program.

Jill Corey and Virginia Gibson will be the distaff singers and Tommy Leonetti and Copeland will make up the male contingent.

Don Walker has been signed as the new orchestra leader and musical director for the show.

Choreographer Ernie Flatt and his Hit Parade Dancers, the Hit Parade Singers and producer Dan Lounsbery will return next season to their posts. William Nichols continues as chief idea man on the show.

"Your Hit Parade" which has been on television for seven years has been a consistent favorite on the air. Many exciting new talents have been brought out on this program, and on its radio predecessor.

Jill Corey is no newcomer to TV audiences. She had appeared on "The Dave Garroway Show," "The Jack Carson Show," "The (more)

the first of the second of the 20 1-1 100 and the second of the second o Robert Q. Lewis Show" and many others. The 21-year-old brunette also is a popular recording artist.

Virginia Gibson currently is appearing in the Broadway musical hit "Happy Hunting" as the ingenue lead. She appeared also in the Broadway musical "Look Ma, I'm Dancing" and in several Holly-wood films including "Tea for Two," "Goodbye My Fancy" and "Stop You're Killing Me." Before Broadway and Hollywood, she sang and danced with the Municipal Opera in her native St. Louis.

Tall, handsome Tommy Leonetti, 27 years old, started his career as a band singer with Tony Pastor. He has since filled many other band and supper club engagements and has become a popular recording artist.

Alan Copeland has been appearing on the "Bob Crosby Show" as one of the "modernaires." This versatile singer is also a dancer, composer and arranger. When he comes to New York for this series in the Fall, it will be his first major appearance in the "big" city.

"Your Hit Parade" will start its eighth successive season on television on <u>Saturday</u>, <u>Sept. 7</u> (NBC-TV, 10:30 p.m., EDT). The final program before the Summer hiatus will be seen on June 8.

The program has been sponsored this season alternately by the American Tobacco Company and The Toni Company, both of whom have renewed for next season, respectively, through Batten, Barton, Durstine and Osborn, Inc., and North Advertising, Inc.

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May 24, 1957

PRESIDENT'S COMMITTEE FOR HUNGARIAN REFUGEE RELIEF COMMENDS

NBC FOR "HOME" TELECAST IN BEHALF OF REFUGEES DURING CRISIS

The National Broadcasting Company has received a letter of commendation from the President's Committee for Hungarian Refugee Relief for the efforts of NBC-TV's HOME show in behalf of the refugees during the height of the Hungarian crisis.

In a letter to Robert W. Sarnoff, President of NBC, Tracy S. Voorhees, Chairman of the Committee, wrote: "In our work for the Hungarian refugees, the National Broadcasting Company gave us some big lifts in explaining to the American people the situation as to the refugees, the kind of people they are, and the need of Americans to help. I especially have in mind the full-hour nationwide television program at Kilmer on the 'Home' show at the height of the crisis.

"As the President's Committee concludes its work, I want to express on behalf of the Committee and for myself personally our deep appreciation of the assistance which NBC has given to us, not only in the above program, but throughout."

The program to which Voorhees referred was presented on "Home" on Jan. 11 when the story of "Project Mercy" was told, partly on film from Camp Kilmer and partly in the "Home" studios in New York City. The story of the family of August Forgatch was told as (more)

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2 - Hungarian Relief -- Home

illustrative of the trials which refugees had faced and the problems they were then facing in adjusting to the United States. "Home" introduced representatives of the President's Committee, the U.S. Public Health Service, the Immigration and Naturalization Service, the American Red Cross, the United States Employment Service, the International Business Machines Corporation, the International Rescue Committee, and the U.S. Army, each of whom told what his organization was doing toward easing the plight of the refugees.

"Home" is seen on NBC-TV Monday through Friday, 10-11 a.m., EDT.

NBC-New York, 5/24/57

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May 24, 1957

NBC TO PRESENT COLOR CLOSED CIRCUIT DEMONSTRATION AND SEMINAR FOR ART DIRECTORS AT VISUAL COMMUNICATIONS CONFERENCE IN N.Y.

The National Broadcasting Company, on <u>Tuesday</u>, <u>May 28</u>, will present a color closed circuit demonstration, followed by a seminar for some 500 art directors attending the Annual Visual Communications Conference (May 27-29) in New York City.

Also attending the closed circuit will be representatives of advertising agency management, account executives and copywriters.

The event will be held at the Ziegfeld Theatre -- one of NBC's color facilities.

The Visual Communications Conference is sponsored by the Art Directors' Club of New York.

The color closed circuit will depict various aspects of color television production -- with emphasis on the specific interests of creative personnel of agencies.

Following the closed circuit, a seminar will be conducted by a panel made up of the following: William E. Boss, Director, Color Television Coordination, Radio Corporation of America; Carl Stanton, NBC Vice President, Color TV Coordination; Hugh M. Beville Jr., NBC Vice President of Planning and Research; Norman Grant, NBC Director, Color Production; Reid Davis, NBC Color Coordinator, Technical

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No.

2 - Color Closed Circuit

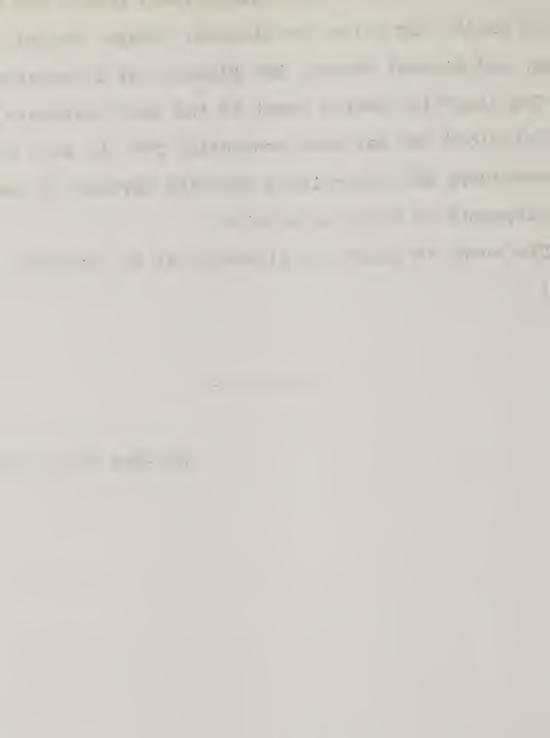
Operations; Edward J. Bennett, NBC Supervisor, Scenic and Graphic Design; Burr Smidt, NBC Color Coordinator, Design, Graphic, Costumes and Make-up; and Michael Horton, NBC Director of Information.

The Ziegfeld Theatre event is the most elaborate in a series of "clinics" NBC has been conducting for the past four years to keep advertisers and advertising agencies abreast of the most recent developments in color television.

The event is under the direction of Mr. Stanton, who will act as host.

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NBC-New York, 5/24/57



ADVANCE COLORCAST SCHEDULE (TENTATIVE)

NOTE: Herewith for your convenience in long-range planning is a tentative schedule of NBC color programming for the third quarter of 1957. There may be a change here or there.

Please check the regular color schedules we send you at both weekly and monthly intervals.

DAYTIME

1.30 - 2.30 n m

Monday-Friday

Thursday

Saturday

Friday

Monday - Friday	1:30-2:30 p.m.	CLUB OO
Monday-Friday	3:00-4:00 p.m.	NBC MATINEE THEATER
	NIGHTTIME	
Sunday	9:00-10:00 p.m.	ALCOA HOUR (Last Program 9/22) GOODYEAR PLAYHOUSE (Last Program 9/29)
Monday	9:00-9:30 p.m.	TWENTY-ONE (Starts 9/23)
	9:30-10:00 p.m.	ARTHUR MURRAY PARTY (7/1-9/16)
Tuesday	8:00-9:00 p.m.	FISHER-GOBEL SHOW (Starts 9/24)
Wednesday	9:00-10:00 p.m.	KRAFT TELEVISION

Certain "specials" will be colorized -- schedule not yet firm.

NBC-New York, 5/24/57

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THEATRE

LUX VIDEO THEATRE

THE JULIUS LA ROSA

SHOW (6/15-9/7)

10:00-11:00 p.m.

8:00-9:00 p.m.



NBC COLOR TELECAST SCHEDULE

June 2 - 8 All Times EDT

Sunday, June 2

9-10 p.m. -- THE CHEVY SHOW -- Starring singer Pat Boone and dancer Shirley MacLaine; with Gisele MacKenzie, Nelson Riddle and his Orchestra, Jeff Donnell, and special guest George Gobel.

Monday, June 3

- 1:30-2:30 p.m. -- CLUB 60.
- 3-4 p.m. -- NBC MATINEE THEATER -- "Bachelor Father" with John Conte.
- 8-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell -- "Prince of Limerick."
- 9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS -- "One Smart Apple," by J. Harvey Howells, with Mary Jane Canfield and George Chandler.

Tuesday, June 4

- 1:30-2:30 p.m. -- CLUB 60.
- 3-4 p.m. -- NBC MATINEE THEATER -- "The Golden Door," starring Gertrude Berg.

(more)

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

Wednesday, June 5 (Cont'd)

- 8-8:30 p.m. -- MASQUERADE PARTY -- With panelists Betsy Palmer, Ilka Chase, Johnny Johnston. Eddie Bracken is emcee.
- 9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The Roaring 20th," by Calvin Tompkins; starring Wally Cox and Pat Smith,

Thursday, June 6

- 1:30-2:30 p.m. -- CLUB 60.
- 3-4 p.m. -- NBC MATINEE THEATER -- "The Alumni Reunion," with Don Keefer and Constance Ford.
- 10-11 p.m. -- LUX VIDEO THEATRE -- "Payment in Kind," by John McGreevey.

Friday, June 7

- 1:30-2:30 p.m. -- CLUB 60.
- 3-4 p.m. -- NBC MATINEE THEATER -- "Eye of the Storm," with Ray Danton, Gloria Talbot and Marian Seldes.
- 8:30-9 p.m. -- THE LIFE OF RILEY -- Starring William Bendix as Chester A. Riley.

Saturday, June 8

- 8-9 p.m. -- THE PERRY COMO SHOW -- With Ethel Merman, Ed Wynn and The Four Lads.
- 9-10 p.m. -- THE JERRY LEWIS SHOW -- Starring Jerry Lewis, with guests Eydie Gorme, Nelson Riddle and his Orchestra, and dancers Dick Humphreys and Lou Spencer.
- 10-10:30 p.m. -- THE MARRIAGE -- A filmed family situation comedy starring Hume Cronyn and Jessica Tandy.

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3 - NBC Color Telecast Schedule

PLEASE ADD TO THE JUNE COLOR SCHEDULE:

On Saturday, June 15 (9-10 p.m., EDT) the RCA VICTOR GALAXY OF STARS with Vaughn Monroe as host, Julius La Rosa, Georgia Gibbs, Tony Martin, Jaye P. Morgan, Martha Carson, the Lane Brothers, the Hamilton Trio and the Eddie Heywood Trio.

THE FOLLOWING SHOWS WILL BE SEEN ON WRCA-TV ONLY:

Monday - Friday -- June 3 - 7 -- 10:38 - 10:43 a.m. -- WRCA-TV WINDOW.

Saturday June 8 -- 11:00 - 11:15 p.m. -- SAVARIN NEWS.

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NBC-New York, 5/24/57

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May 24, 1957

APPLICATIONS FOR NBC'S THIRD ANNUAL PRESIDENT'S AWARD ARE BEING ACCEPTED BY SCHOLARSHIP COMMITTEE UNTIL JUNE 30

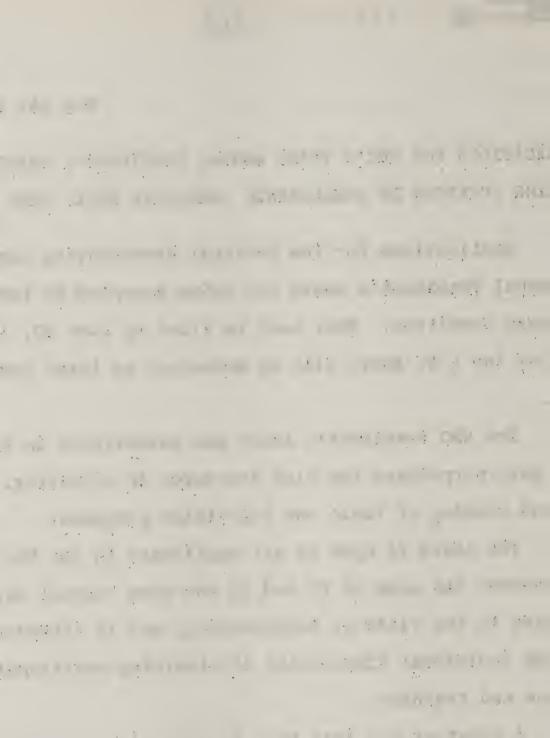
Applications for the National Broadcasting Company's third annual President's Award are being accepted by the NBC Scholarship Committee. They must be filed by June 30, 1957. Winners of the 1957 Award will be announced no later than Aug. 15.

The NBC President's Award was established in April, 1955 to help perpetuate the high standards in directing, producing and staging of radio and television programs.

The Award is open to all applicants in the United States between the ages of 25 and 35 who show unusual skill and promise in the field of broadcasting, and is intended to assist the individual financially in attaining additional experience and training.

A grant of not less than \$4,000 and not more than \$6,000 is awarded each year to the individual whose outstanding talents and creativeness have won him recognition, and whose future development would benefit by the opportunity to study and work under major directors, producers or executives of the broadcasting or theatrical fields.

(more)



2 - NBC Annual President's Award

The 1956 President's Award went to 30-year-old Morton L. Heilig of Long Beach, N.Y., who has had extensive experience in the direction, production and filming of documentaries. Mr. Heilig is currently working in NBC's Public Affairs Department under Benjamin K. Park, its Director.

The NBC Scholarship Committee is composed of Richard Linkroum, Executive Producer, NBC-TV Participating Programs; Thomas Loeb, Associate Producer of NBC-TV's TONIGHT! program; and B. Lowell Jacobsen, Director of Personnel for NBC.

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NBC-New York, 5/24/57

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NBG RADIO NETWORK NEWS

May 24, 1957

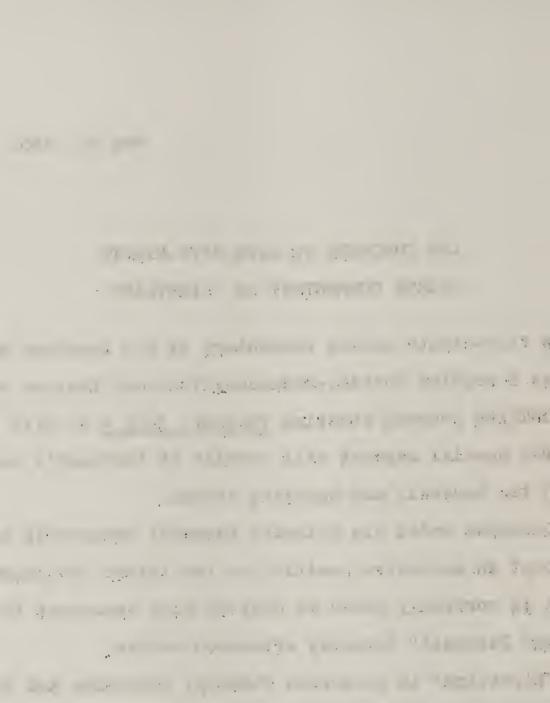
LEO DUROCHER TO GIVE FIVE-MINUTE SPORTS COMMENTARY ON 'NIGHTLINE'

A five-minute sports commentary by Leo Durocher will be presented as a regular Tuesday-Wednesday-Thursday feature on NBC Radio's NIGHTLINE program starting Tuesday, June 4 at 9:10 p.m., EDT.

The special segment will consist of Durocher's candid comments on top baseball and sporting events.

Durocher ended his colorful baseball managerial career in 1955 to accept an executive position in the talent development field of NBC. He is currently heard as play-by-play announcer for NBC-TV's "Major League Baseball" Saturday afternoon series.

"Nightline" is presented Tuesday, Wednesday and Thursday nights, 8:30 to 9 p.m. and 9:05 to 10 p.m., EDT. Walter O'Keefe is host. Benn Squires is the producer.



CREDITS FOR "THE HELEN O'CONNELL SHOW" ON NBC-TV		
TimeNBC-TV Wednesdays and Fridays 7:30 p.m., EDT		
StarHelen O'Connell		
FormatQuarter hour program of songs.		
Musical DirectorMarion Evans		
Executive ProducerDick Gaby		
Producer-DirectorGreg Garrison		
DesignerTed Cooper		
Writers Earl Hamner and Robert Cenedella		
Premiere Date		

NBC-New York, 5/24/57

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NBC AWARDED RIGHTS FOR REGIONAL TELECASTS OF FOUR BIG TEN FOOTBALL GAMES

Exclusive rights to televise four Big Ten Conference football games on a regional basis next Fall have been awarded to the National Broadcasting Company for the second straight season, it was announced jointly today by Kenneth L. (Tug) Wilson, conference commissioner, and Tom S. Gallery, NBC sports director.

The Big Ten regional games will be seen only in National Collegiate Athletic Association District 4, which includes Ohio, Michigan, Indiana, Illinois, Wisconsin and Minnesota. The state of Iowa also will view these telecasts when the Iowa team, last year's conference champion, is involved in the game.

The regional telecasts will be presented on Oct. 12, Oct. 26, Nov. 9 and Nov. 23, all Saturdays. On eight other Saturdays during the 1957 football season, NBC-TV will present coast-to-coast grid telecasts, including Big Ten games on Oct. 19 and Nov. 2.

The six Big Ten contests -- four on regional TV and two on national hookups -- will be selected as the football season progresses.

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May 27, 1957

PRODUCER JACK BARRY DISCLOSES CONDITIONS UNDER WHICH 'TWENTY-ONE'
CHAMPION BLOOMGARDEN AND CHALLENGER SNODGRASS WILL BE REMATCHED

Conditions under which champion Hank Bloomgarden and challenger Jim Snodgrass will be rematched on NBC-TV's TWENTY-ONE program Monday, June 3 (9 p.m., EDT) were disclosed at a press conference today by Jack Barry, emcee and co-producer of the show.

Highlights of the decision reached by Barry and Enright Productions, producers of "Twenty-One"; Pharmaceuticals, Inc., the sponsor, and NBC are as follows:

- 1. The stakes again will be \$3,500 a point.
- 2. Bloomgarden's winnings will be at the \$52,500 level.
- 3. Bloomgarden has been guaranteed his \$52,500 winnings should he lose to Snodgrass.

Barry explained that Pharmaceuticals, Inc., made the guarantee in the interest of fair play, since the champion's winnings were announced as soaring to \$126,000 before the "Battle of the Bones" controversy developed following the May 20 show.

The incident has created considerable disagreement among doctors throughout the country as to what answer should have been accepted or rejected. The producers of "Twenty-One" obtained the

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2 - 'Twenty-One'

following opinion from Dr. Morris Fishbein, for 25 years editor of the Journal of the American Medical Association, author of "Medical Writing" and Medical Editor of the Britannica Yearbook:

"The vertebrae are the bones of the spine -- 33 in number. These form the spinal or vertebral column.

"The CERVICAL vertebrae are those of the neck. The THORACIC or DORSAL vertebrae come next, followed by the LUMBAR vertebrae, then the SACRAL vertebrae, and finally the COCCYGEAL vertebrae.

"The SACRAL vertebrae become joined together and this bone is known as the SACRUM.

"The COCCYGEAL vertebrae also join together and this bone is the COCCYX.

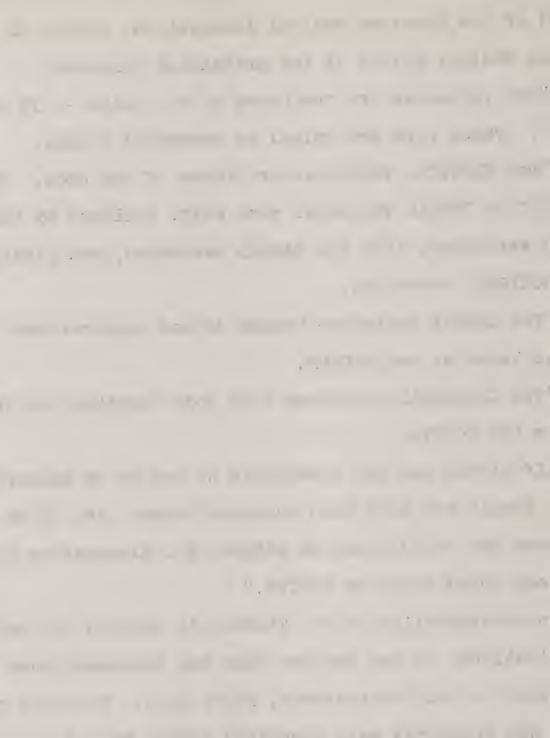
"If SACRUM was not acceptable to you as an answer, then COCCYX should not have been accepted either, and if Mr. Snodgrass was ruled wrong on SACRUM, Mr. Bloomgarden should have been ruled wrong on COCCYX."

In consideration of Dr. Fishbein's opinion and various other complications, it was decided that the aforementioned solution was the fairest to both contestants, Barry said. He added that Bloomgarden and Snodgrass were consulted before this decision was finalized, and that it was "entirely acceptable to both contestants."

Bloomgarden said, "I'm very satisfied. It was a most difficult situation and I think it was solved very equitably."

Snodgrass said, "The solution is fine with me. Hank had the problem."

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OVERSEAS BYLINE ON NBC RADIO WILL PRESENT FEATURE REPORTING BY NBC NEWSMEN IN WEDNESDAY NIGHT PERIOD

Cultural, political and economic happenings in the leading capitals of the world will be the focal points of reports on NBC Radio's new weekly OVERSEAS BYLINE program starting Wednesday, May 29, 10:05 to 10:15 p.m., EDT).

Five leading NBC correspondents -- Frank Bourgholtzer in Bonn, Welles Hangen in Cairo, Ritchie McEwen in Vienna, Jim Robinson in Tokyo and Leif Eid in Paris -- will be heard in this new series of feature radio reporting.

The show is outlined to present the latest report on books, movies, plays and the arts that may ultimately have some impact on the American scene.

During the opening program, Leif Eid will be heard from Paris.

"Overseas Byline" will be produced by NBC News.

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CREDITS FOR 'THE CHEVY SHOW' CO-STARRING PAT BOONE
AND SHIRLEY MACLAINE ON NBC-TV, SUNDAY, JUNE 2

TIME: Sunday, June 2, 1957, 9-10 p.m., EDT, in

color and in black and white.

CO-STARS: Pat Boone and Shirley MacLaine

GUEST STARS: Gisele MacKenzie, Nelson Riddle and

orchestra

SPECIAL GUEST STAR: George Gobel

CAST: Jeff Donnell, Irving Koszewski, Lyle Fox

and Tony Urbane.

PRODUCER-DIRECTOR: Alan Handley

ASSOCIATE DIRECTOR: Roy Montgomery

WRITERS: Milt Rosen and Jack Brooks

MUSICAL DIRECTOR: Nelson Riddle

CHOREOGRAPHER: Rod Alexander

SPONSOR: Chevrolet Dealers of America

AGENCY: Campbell-Ewald Co.

ORIGINATION: NBC Color City Studios, Burbank, Calif.

NBC PRESS REPRESENTATIVES: Al Cammann (New York), Joe Bleeden

(Hollywood).

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JACK LESCOULIE RETURNS TO 'TODAY'

Jack Lescoulie returns to NBC-TV's TODAY Monday, June 24, to pilot the series for seven weeks while regular host Dave Garroway is on vacation. When Garroway returns, Lescoulie will continue on as a regular member of "Today."

Lescoulie is leaving his spot on NBC-TV's "Tonight!" to return to "Today." His replacement on "Tonight!" will be announced soon.

"Today" is telecast Mondays through Fridays, 7-10 a.m., EDT.

DAVID BROEKMAN AND 'WIDE WIDE WORLD' ORCHESTRA

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TO PERFORM AT LONG ISLAND MUSIC FESTIVAL

David Broekman and his WIDE WIDE WORLD orchestra will play at the Third Annual Stony Brook, (Long Island, N.Y.) Music Festival this Summer every Saturday night from June 29 to Aug. 3.

Brockman and his musicians, who have been creating the instrumental background for the roving live NBC-TV show for the past two years, will give concerts in Stony Brook's natural outdoor amphitheatre.

The orchestra will rejoin "Wide Wide World" when the program resumes next Sept. 15. It goes off the air for the Summer on June 9.



PLEASE ADD TO NBC COLOR TELECAST SCHEDULE -- WEEK OF JUNE 2-8
THE FOLLOWING:

Tuesday, June 4

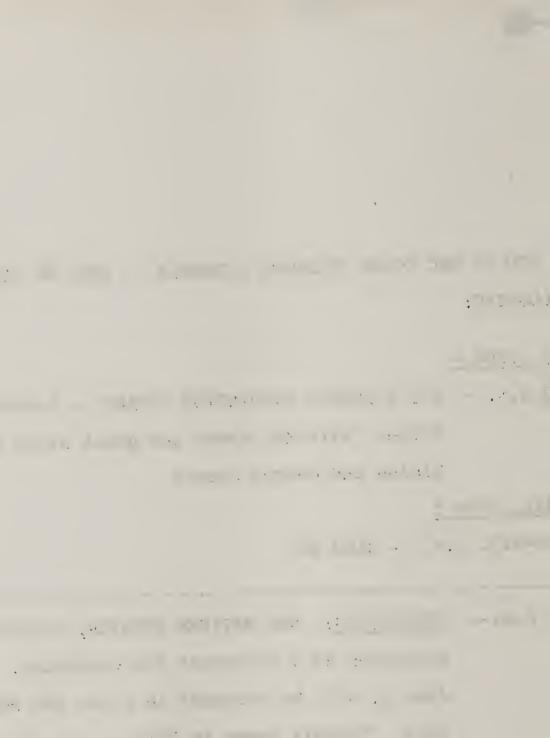
8-9 p.m. -- RAY BOLGER'S WASHINGTON SQUARE -- Starring Ray Bolger, with Kay Armen and guest stars Vivian Blaine and George Jessel.

Wednesday, June 5

1:30-2:30 p.m. -- CLUB 60

3-4 p.m. -- CORRECTION: NBC MATINEE THEATER, originally announced as a colorcast for Wednesday,

June 5, will be telecast in black and white only. Today's drama is "Rain in the Morning," starring Roddy McDowall.



NBC-TV'S "FATHER KNOWS BEST" SERIES HONORED AT AMERICAN BAPTISTS ANNUAL MEETING

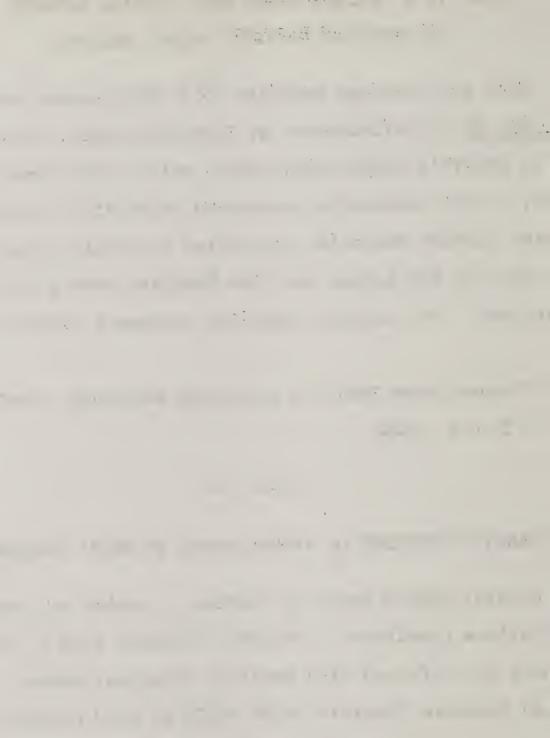
When the American Baptists hold their annual meeting Thursday, May 30 in Philadelphia at Convention Hall, they will award a plaque to NBC-TV's FATHER KNOWS BEST, which stars Robert Young and Jane Wyatt, as the outstanding sponsored television program that portrays the highest Christian principles in family relationships.

This is the second year the Baptists have given this honor to a TV program. The American Baptists represent 1,600,000 church members.

"Father Knows Best" is presented Wednesday evenings over NBC-TV at 8:30 p.m., EDT.

SENATOR HUMPHREY ON 'YOUTH WANTS TO KNOW' PROGRAM

Senator Hubert Humphrey (D-Minn.), member of the Senate Foreign Relations Committee -- recently returned from a trip to the Mideast where he conferred with Egyptian President Nasser -- will be the guest on Theodore Granik's YOUTH WANTS TO KNOW program Sunday, June 2 (NBC-TV, 3 p.m., EDT; NBC Radio, as part of "Monitor," 10:30 p.m., EDT). Stephen McCormick will moderate the program, which originates in Washington.





May 28, 1957

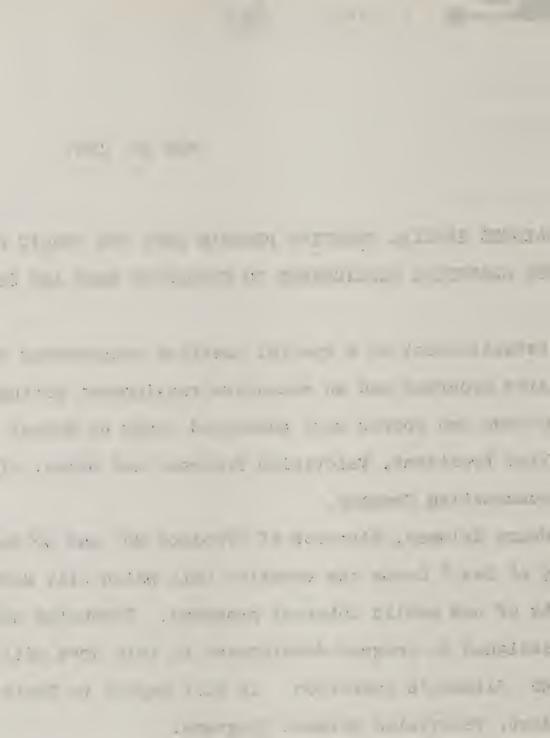
NBC ESTABLISHES SPECIAL CREATIVE PROGRAM UNIT FOR PUBLIC AFFAIRS AND MAKES EXECUTIVE REALIGNMENT TO EMPHASIZE NEWS AND SPORTS

Establishment of a special creative programming unit for public affairs programs and an executive realignment giving greater emphasis to news and sports were announced today by Robert E. Kintner, Executive Vice President, Television Programs and Sales, of the National Broadcasting Company.

Henry Salomon, director of "Project 20" and writer-producer of "Victory at Sea," heads the creative unit which will develop a wide variety of new public interest programs. Producing units currently assigned to program development in this area will be transferred to Mr. Salomon's operation. It will report to Manie Sacks, Vice President, Television Network Programs.

Because of the increasing importance of news programs in NBC's plans, the News Department has been separated from the Public Affairs Department and will operate as an independent unit under William R. McAndrew, Director of News. The Sports Department, of which Thomas S. Gallery is Director, has also been separated from Public Affairs.

(more)



2 - Program Unit

Davidson Taylor continues as Vice President for Public Affairs and in addition has been appointed a General Program Executive in the Program Department. The "Wide Wide World" and "Omnibus" programs have been transferred from Public Affairs to the Program Department and will be supervised by Mr. Taylor as in the past. Barry Wood continues as Executive Producer of "Wide Wide World" and Robert Saudek Associates will be Executive Producer for "Omnibus."

The News, Public Affairs and Sports Departments will report to Mr. Kintner. The changes become effective June 3.

"These organizational changes have two aims -- first, to give greater importance than ever before to creativity in the public interest area and, second, to place more emphasis on news and sports," Mr. Kintner said.

"Through 'Victory at Sea' and such outstanding 'Project 20' programs as 'Three, Two, One-Zero,' 'Nightmare in Red,' 'The Twisted Cross,' 'The Great War,' 'The Jazz Age' and 'Call to Freedom,' Mr. Salomon has demonstrated an unusual creative capacity in the field of special programs. He and his group are well advanced in their next two programs for 'Project 20,' -- 'Back in the Thirties' and 'The Innocent Years' -- and we are pleased that Mr. Salomon is now available to head up our various creative groups. Under the new alignment, all units concerned with program creation, except for News, Sports and certain Public Affairs projects, will be grouped together in the Program Department. This will provide more concentrated operation in the creative area.

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3 - Program Unit

"I have always had the strong conviction that News in a network operation should be a separate department. We have plans at NBC for the development of new forms and new concepts for news programs and for special one-shot news presentations and these will be facilitated by the establishment of the News Department as a separate self-contained organization.

"Our Sports broadcast schedule at NBC, including such major attractions as the World Series, NCAA Football, Pro Basketball, weekly prize fights and major golf tournaments, has expanded so rapidly in the past few years that we believe it merits separate organizational status. We think this will help its continued growth in the future."

NBC-New York, 5/28/57

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May 28, 1957

'THE ANDY WILLIAMS-JUNE VALLI SHOW' TO START ON NBC-TV IN TUESDAY SPOT JULY 2; THURSDAYS TO BE ADDED JULY 25

Two of the nation's most popular vocal stars -- Andy Williams and June Valli -- will start a new Summer musical series on NBC-TV <u>Tuesday</u>, <u>July 2</u> (7:30-7:45 p.m., EDT). THE ANDY WILLIAMS-JUNE VALLI SHOW, will be heard once a week for three weeks, then from Thursday, July 25, the singers will be heard twice weekly, Tuesdays and Thursdays (7:30-7:45 p.m., EDT) through Sept. 5.

The quarter hour program of songs will feature the artists in solos and duets, backed by Alvy West and his orchestra.

Williams achieved national popularity as a regular member of Steve Allen's "Tonight" show. His best-selling records include among others "Canadian Sunset," "Baby Doll" and "Butterfly." His current tune "I Like Your Kind of Love" is fast becoming a hit.

The young singer started his career with his three brothers in a quartet in their native Iowa. Band dates and supperclub appearances on their own and with Kay Thompson in leading entertainment centers of Europe and the U.S. has

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given Andy a cosmopolitan background. As a soloist he has sung in clubs and resorts throughout the U.S.

June Valli is one of the top vocalists who graduated from a featured spot on "Your Hit Parade" to individual stardom. Her RCA Victor recording of "Crying in the Chapel" sold over a million copies. The New York-born singer gave up her studies of fashion designing to take up a singing career.

Appearances on "Stop the Music," "The Ed Sullivan Show" the "Big Show" and many others have kept her steadily before the public. She too has appeared in the leading nightclubs of the nation.

The program will be produced and directed by Barry Shear. Ted Cooper is the designer and Earl Hamner is the writer.

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SINGING STAR FRANK PARKER NAMED CO-HOST OF 'BRIDE AND GROOM' SERIES ON NBC-TV

Singing star Frank Parker will be one of the co-hosts on the BRIDE AND GROOM show when it returns to NBC-TV Monday, July 1. The other co-host will be named soon.

Parker will sing as well as handle his co-host role on the half-hour program. The program will be telecast Mondays through Fridays, 2:30-3 p.m., EDT.

For the veteran tenor, the "Bride and Groom" assignment marks his first regular featured television spot since leaving the "Arthur Godfrey Show" last year. Since then Parker has made guest appearances on several top television programs -- including NBC-TV's "Tonight" and "The Jonathan Winters Shows" -- and concluded a highly-successful nightclub tour. He is currently a panelist on NBC-TV's "Masquerade Party" and has appeared on the "NBC Bandstand" over radio and television.

Engaged couples will be married on the program in ceremonies of various religious denominations. The show will originate live from its chapel at NBC studios in New York -- or from the point of its remote pickup anywhere in the country.

The show will feature the wedding ceremony, a reception, and presentations of gifts and a honeymoon trip to the couple.

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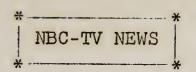
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INTERVIEWS WITH STRAVINSKY AND PICASSO ARE PLANNED FOR TELECAST IN 'ELDER WISE MEN' SERIES

Programs honoring the 75th birthday of Igor Stravinsky, the Russian-born composer, and the 77th of Pablo Picasso, the Spanish-born painter and sculptor, are being readied by NBC Television for its continuing series of filmed visits with "elder wise men."

A conversation with the composer of "Petrouchka," "Firebird" and other major musical works of our time will be filmed at his home in Hollywood the week before his birthday (June 17). Robert Craft, a young conductor who has been a close professional associate of Stravinsky for the last decade, will speak with him in the film.

Robert Graff, who will produce and direct the Stravinsky film, left yesterday for Hollywood for preliminary discussion with the composer. California National Productions will provide the technical facilities and crew. The probable date of telecast will be in the Fall.

The Picasso film has been produced in color by Rizzoli Productions of Italy under direction of Luciano Emmer. It was made in Picasso's studio in Vallauris, in the south of France, and shows the artist at work. Daniel Catton Rich, director of the Art Institute of Chicago and authority on contemporary art, wrote and narrates the commentary. The film will probably be telecast by Fall or earlier. Picasso will be 77 on Oct. 25.

Dr. Vannevar Bush, the administrator and electrical engineer, will be filmed by Graff for this series at his home in Belmont, Mass., in July.

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May 28, 1957

NBC NEWSMAN JIM ROBINSON SENDS WORD ABOUT HONG KONG'S PLANS FOR TV

At the mouth of the Canton River, near Communist China, is the tiny (32 square miles), teeming (pop. 2,270,00) British Crown Colony of Hong Kong.

This month, this tight little island is being introduced to that hallmark of 20th Century genius...television.

NBC correspondent Jim Robinson, reporting from Hong Kong, says it's a closed circuit set up. A privately owned company -- known as "Rediffusion Hong Kong" -- supplies the sets at \$10-a-month rental fee.

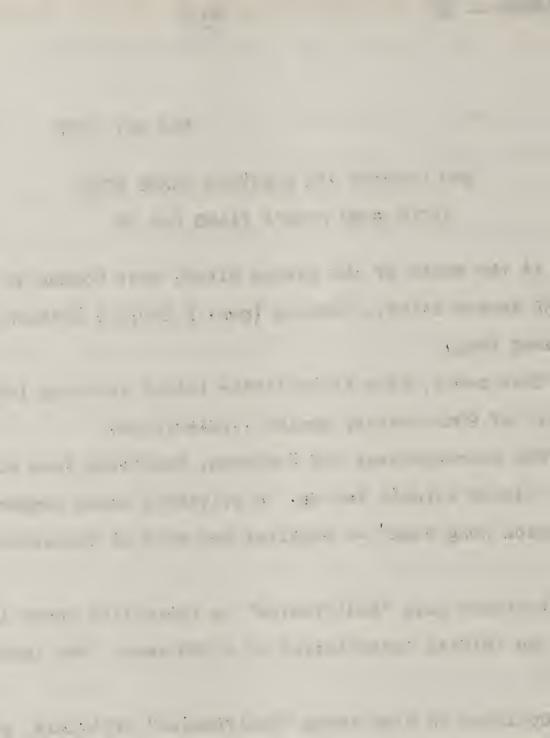
Robinson says "Rediffusion" is installing about 100 sets weekly with an initial installation of 1,500 sets. The installation fee is \$5.

Optimism is high among "Rediffusion" officials, according to Robinson. Basing future TV estimates on their radio operation, which grosses more than \$100,000 a month on rentals alone, the powersthat-be are convinced Hong Kong television will be a "smashing success."

The 16-inch TV sets are manufactured in England. They are "tropicalized" for the humid climates.

What about the programming?

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2 - Hong Kong TV

The TV service will offer four hours of daily programs consisting of a newsreel on world and local events, filmed programs from the U.S. and England, locally produced Chinese programs, and public service cut-ins from around the Colony.

However, correspondent Robinson points out, Hong Kong TV producers are liable to flip their prompting sheets before they adequately solve the number one problem...language.

It would seem there are more Chinese dialects than Chinese people.

There are about 10,000 British residents on the island, and it has been suggested that the English programs be dubbed in Cantonese (the most popular dialect) or Mandarin -- or both.

Another suggestion, perhaps even less practical than the first, calls for subtitles with Chinese characters. This presents a unique situation: even if they could translate the characters, how much of a picture do you think will be seen when the words are flashed across a 16 inch screen?

However, there's an old Chinese proverb which states: "He that can have patience can have what he will"....even television in Hong Kong.

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NBC-New York, 5/28/57

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